

VOGUE

APRIL 15

New Fashion: The Summer Coat


The 6 New Summer Looks

Handbook
of Diets

RETAIL
TRADE
EDITION

50 CENTS


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A feather on your shoulders!

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tailored exclusively by MICHAELS-STERN



The most wonderful Spring and Summer fabric you've ever worn... in suits and in sports jackets. Molynara, the suiting, is a marvelous mix of 60% worsted, 20% linen, 20% mohair... strong, wrinkle-resisting, yet incredibly light, cool and crisp. As a sports jacketing, Molynara is 60% worsted, 40% linen... the mohair subtracted to give it a softer, sportier texture. Both versions handsomely tailored by Michaels-Stern exclusively. Write for the name of the fine store nearest you. Miron Mills, Inc., 51 Madison Avenue, New York 10, N.Y.

APRIL 15TH 1953 TRADE EDITION

VOGUE

HOW TO USE THIS ISSUE

Focus window displays and an important newspaper advertisement on the six new looks of summer fashion.

Promote the idea that "this will be the summer of the summer coat."

"THE 6 NEW LOOKS THAT MAKE SUMMER FASHION" (pages 42-49)

"LOOK #1: THE SWEATERED DRESS"

"LOOK #2: THE BLOND STREAK"

"LOOK #3: THE SLENDER DAY PLEAT"

"LOOK #4: THE HANDSOME SHIRTWAIST"

"LOOK #5: THE FULL-SKIRTED PRINT DRESS"

"LOOK #6: AFTER FIVE—ALL-OUT PRETTINESS"

STRONG SUMMER FASHIONS

The print turban: newest hat (pages 50-51)

Pink and white for summer evenings (pages 52-53)

The summer coat: strong new fashion (pages 54-57)

In advertising, displays,
and sales training
QUOTE VOGUE AND SELL
your merchandise with the
authority of
APRIL 15TH VOGUE
fashion points.

OTHER IMPORTANT FASHIONS

From Valentina (pages 72-73)

From Mainbocher (pages 74-75)

From Paris (pages 80-81)

Mrs. James Stewart's fashion choices (pages 82-83)

Mrs. Douglas MacArthur's fashion choices (pages 84-85)

Dresses for Vogue's Young Nillionaire and her niece (pages 98-99)

A beach wardrobe for about \$50 (pages 100-101)

Vogue Patterns: maternity clothes (pages 102-103)

Permanently-pleated lingerie: highlights in its history (pages 104-105)

The baguette toe: shoe news (page 106)

SEE "VOGUE SAYS" QUOTES ON PAGE 4 OF THIS TRADE EDITION

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VOGUE, APRIL 15, 1953, VOL. 121, No. 7

Vogue
Predicts
the **COLOUR** and **FABRIC**
of **FASHION 1953:**
TRANSITION
AUTUMN
WINTER

**THE
COLOURS:**

- strong and clear
- rich and vibrant
- range in tone from pitch to pale
- often crossed with black or brown

NUT BROWNS

... the newly important colour family of the season, because of its new shades and their use in combination with other colours.

**FERN COLOURS:
GREEN to GOLD**

... coming into fashion news as the natural complement to brown; in pitch green, olives, goldenrod, and pale wheat tones.

BLACK and RED

Black has special significance in polished textures: by itself, or cross-dyed with other colours. Red ranges from dark to light, is newly important with black.

**PALETTE BLUES
and AMETHYST**

... look newest when combined with brown, and alone are a dependable fashion.

NUT BROWNS

pitch brown
cocoanut
yellowed browns
pink-toned browns
auburn
chestnut shades
acorn brown
hazelnut
almond beige

BLACK and RED

pitch black
pale black
garnet red
pimento
circus pink

THE TEXTURES:

The trend toward new softness is seen importantly in all textures—in the guard hair effect of fleeces, the brushed look of tweeds; the polish of zibeline, and the flattening of bouclé. Angora, alpaca, and cashmere often are woven into these textured fabrics for added softness.

Fabrics are lightweight even if they are textured. The texture is a surface feature, often with a seeded feeling.

An impression of depth is given by the interweaving of colours—newest on smooth fabrics. Double-faced construction continues to look new in wool and knitted fabrics. Simulated pleats or ridges are expected to make fashion news in silk and crêpe.

Horizontal and diagonal weaves are important in all fabrics, with strong emphasis on herringbone. Woven stripes are seen in varying types and colours; often combined with ribbing.

Jersey is newly important for its new varied weights, tweed-like textures, and flannel-like effects. In solid-coloured jerseys, there is a new tendency towards surface interest.

THE FABRICS:

TWEEDS

... are soft and light in feeling, yet firm in construction. Many tweeds are given added softness and texture interest in brushed surfaces. Tweed-like effects often are found in jersey.

AFTER FIVE O'CLOCK

... there is a strong feeling of richness, and elegance. Textures range from the smoothness of satin to the crispness of brocade. Lace is important, newest in wool. Colours are seen in the same wide variety, making possible any number of texture-colour combinations. Many of the fabrics are expected to have new year-'round acceptance.

TRANSITION FABRICS

... an important group of fabrics with the look of autumn in colour and texture—to wear from midsummer on. Cottons have the look of tweed for town, the polish of satin for after-five. Silk has a rippled surface, resembling faillé. Silk taffetas have a moiré look. Synthetic fabrics are sheer-textured for lightweight coolness, without being transparent.

FERN COLOURS: GREEN to GOLD

pitch green
hedge green
frost green
olive tones
goldenrod
wheat

PALETTE BLUES and AMETHYST

pitch blue
royal
teal
pale blue
amethyst shades

Use these quotations in your
advertising and/or window or departmental cards

To sell fashion, quote VOGUE

Your Release Date: April 14th

LETTER THESE "VOGUE SAYS" QUOTES ON
YOUR OWN DISPLAY CARDS

TO SELL FASHIONS FOR THE 6 NEW SUMMER LOOKS:

- VOGUE SAYS: "The sweated dress—smartly casual look"
VOGUE SAYS: "The sweated dress—unbeatable American fashion"
VOGUE SAYS: "Sweated dresses for an air-conditioned summer"
VOGUE SAYS: "Simple slenderness—new day look"
VOGUE SAYS: "The blond streak—new city day look"
VOGUE SAYS: "Summer fashion—narrowed down, lightened up"
VOGUE SAYS: "Newest coat going—slender, beige"
VOGUE SAYS: "A slender coat, a pale print dress—new summer look"
VOGUE SAYS: "Pleated slenderness—unruffled day look"
VOGUE SAYS: "The slender day pleat—the pleat that is fashion"
VOGUE SAYS: "Orlon-and-nylon—famous for holding pleats"
VOGUE SAYS: "A summer suit that keeps its slender new figure"
VOGUE SAYS: "The new shirtwaist—handsome city look"
VOGUE SAYS: "The handsome shirtwaist—a really new look for town"
VOGUE SAYS: "The full-skirted print—fresh city look"
VOGUE SAYS: "The full-skirted print dress—pretty new look"
VOGUE SAYS: "Full-skirted prints—in town all day and late-day"
VOGUE SAYS: "The five-o'clock full skirt—for summer evenings"
VOGUE SAYS: "All-out prettiness—after-five look"
VOGUE SAYS: "A soft dress in a soft fabric—1953 summer evenings"
VOGUE SAYS: "Black chiffon drifting full—soft, pretty, this-year"
VOGUE SAYS: "A soft dress in a silken coat—this-summer evenings"
VOGUE SAYS: "Looking pink and white—summer evenings"
VOGUE SAYS: "Pink and white for summer evenings—
beauty guarantee"
VOGUE SAYS: "A longer short evening dress—every inch new"

TO SELL SUMMER COATS:

- VOGUE SAYS: "New fashion—the summer coat"
VOGUE SAYS: "Major coat fashions—in summer versions"
VOGUE SAYS: "Summer coats—cool and delicious"
VOGUE SAYS: "The cardigan coat—straight, collarless"
VOGUE SAYS: "Polished cotton coat with the cool gleam of porcelain"
VOGUE SAYS: "Summer coat, Paris version—in paisley piqué"
VOGUE SAYS: "The felt shell—new idea in summer coats"
VOGUE SAYS: "The good tweed coat—this summer in cotton"
VOGUE SAYS: "The summer duster—unflared this year"
VOGUE SAYS: "Full-length blazer—summer news in striped cotton"

TO SELL NEW HATS:

- VOGUE SAYS: "The print turban—newest hat, here and in Paris"
VOGUE SAYS: "The silk print turban—summer's newest looking hat"
VOGUE SAYS: "The print turban—high point of a monotone costume"
VOGUE SAYS: "Small, interesting hats—with the narrow line"
VOGUE SAYS: "A cap of black mesh—pretty after five"

TO SELL NEW SHOES:

- VOGUE SAYS: "The shoe with the delicate baguette toe"
VOGUE SAYS: "The baguette—new, squared Spanish toe"
VOGUE SAYS: "Happening now—the squaring of the Spanish toe"
VOGUE SAYS: "The baguette toe—oblong, elegant, delicately cut."
VOGUE SAYS: "Delicately tinted kidskin sandals—summer evenings"
VOGUE SAYS: "Red sandals—for a summer on the beach"

TO SELL FASHIONS FOR THE YOUNG:

- VOGUE SAYS: "The extended shirt—new summer-dress look"
VOGUE SAYS: "Extended silk shirts—for Vogue's Young Nillionaire"
VOGUE SAYS: "The dress that's a shirt in shape"
VOGUE SAYS: "The extended shirt—new-looking look, junior size"
VOGUE SAYS: "Summer dresses—pretty as a little girl could own"
VOGUE SAYS: "Striped middy, box-pleated skirt—very junior-size"
VOGUE SAYS: "Organdie dress—pretty as a little girl could own"

TO SELL FASHIONS FOR THE BEACH:

- VOGUE SAYS: "A beach wardrobe in interchangeable colours"
VOGUE SAYS: "A complete beach wardrobe—about \$50"
VOGUE SAYS: "Red accents for a beach wardrobe"
VOGUE SAYS: "One bathing suit—chosen in quick-drying Orlon"
VOGUE SAYS: "Checked denim—for a summer on the beach"

TO SELL LINGERIE; ACCESSORIES:

- VOGUE SAYS: "Lingerie success story—pleated in"
VOGUE SAYS: "Permanently-pleated lingerie—success story"
VOGUE SAYS: "A modicum of icy jewellery—after five this summer"
VOGUE SAYS: "An earringed coiffure—new summer look"

THESE "VOGUE SAYS" CARDS MAY BE ORDERED WITHOUT CHARGE

- a. on 12" x 15" unmounted display sheets
b. on counter-type tent cards

Fill in the number wanted in each size and return this coupon
to us, please (4/15)

VOGUE SAYS: "The sweated dress—for casual elegance"

a ☐ b ☐

VOGUE SAYS: "This will be the summer of the summer coat"

a ☐

NAME.....

STORE NAME

STREET.....

CITY..... ZONE..... STATE.....

VOGUE MERCHANDISING SERVICE, 420 LEXINGTON AVE., N. Y. 17, N. Y.



RICHARD AVEDON

Summer Float \$90

Lighter-than-air bouffant beauty by Ceil Chapman of embroidered white Swiss organdy floated over white net and again over pale pink, blue or yellow rayon taffeta, the crushed midriff and little shoulder-caps of silk taffeta in the same tender tones. Sizes 10 to 16, \$90

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GOODMAN**
5th AVE. at 58th ST. • NEW YORK 19
ON THE PLAZA

Celeste

FOR DAUGHTER AND MOTHER, TOO



DELIGHT YOUR LITTLE GIRL BY WEARING A DRESS JUST LIKE HERS

A—PIQUE COAT DRESS with double cap sleeve and collar of Swiss appenzel eyelet. Pastel pink or green. B—DOTTED SWISS banded with Irish linen. Bouffant skirt. Navy, brown or fern green. C—WHITE PIQUE with bands in red or green. A—Mothers' sizes, 10, 12, 14, 16 \$21.95. Toddler 2 and 3 \$10.95, 3 to 6x \$12.95, 7 to 12 \$14.95. B and C—Mothers' sizes, 10, 12, 14, 16 \$17.95. Toddler 2 and 3 \$7.95, 3 to 6x \$8.95, 7 to 12 \$10.95. At better stores or write Celeste, Dept. V-3, 1350 Broadway, N. Y. C.

Peck and Peck



Palumbo



Pride of the Scots....their Royal Highland Regiment...our peerless BRAEMAR CASHMERES

Newest of our Braemar clan: the Cardigan Fling *you'll* fling over everything from sailing shorts to tweeds! Clapsed only at the waist . . . it sounds a fresh note with bold strokes of color, the full-bodied ribbing of a man's crew shirt. In white with black, navy with white, charcoal with blue, \$35. Matching turtle top, \$25.



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Vogue
April 15th, 1953

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Vol. 121, No. 7
Whole No. 1907



at its fashion-finest!

Stoffel's novelty woven birdseye pique in a vivid assortment of fine-line checks for summer. **FASHION AT ITS COTTON-FINEST.** Esther Reifer's off-shoulder dress with the winning ways, the willowy waist. Sizes 10 to 18. About \$23. At LORD & TAYLOR, New York • NEIMAN-MARCUS, Dallas • I. MAGNIN, California • YOUNG QUINLAN-ROTHSCHILD, Minneapolis. Here's cotton with the easy-going charm that made it what it is today: your favorite fabric for day or night, for dress or play, for pin money or much money. Here's cotton—the fashion-love of smart women and smart designers!

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PETER PAN FABRICS
SCHLICHTER-MACFARLANE CO.
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Be feminine... be frivolous
in sheer nylon confections by Van Raalte!

Alluring *and* enduring! Their flirtatious, sheer beauty doesn't even whisper
their long and steadfast devotion.

—and Van Raalte is famous for stockings and underthings, too!





summer's
most exciting
fashion harvest

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handbag fashion just made for compliments.
So roomy . . . so long-wearing . . . and, wonder of wonders,
so very washable! Choose from Tawny Gold
or Milky White in these or other lovely models.
From 5.00 to 12.50 at fine stores everywhere.

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**the
wonderful
plus
in stockings
for Summer—**

nylon
TWIST

Leading manufacturers knit their stockings with twisted nylon yarn to give you the fashion dividends of more resiliency, a duller finish, more snag resistance. Twist means a better fit, cool comfort and elegance on the leg, and the saving fashion of longer wear. Twisted nylon stockings are easier to wear in the summer, easy to pull on even on hot, humid days. Insist on Twist.



Dress by Paul Farnes

Atwater Division, Hess, Goldsmith and Co., Inc., Plymouth, Pa.;
The Duffy Silk Company, Buffalo, N. Y.; The Duplan Corporation, New York, N. Y.; Oscar Heineman Corporation,
Chicago, Ill.; Kahn & Feldman, Inc., New York, N. Y.; Leon-Ferenbach Incorporated, New York, N. Y.;
Sauquoit Silk Company, Inc., Scranton, Pa.—Throwsters who sponsor this advertising (they "throw" or "twist" the nylon yarn).

Dorothy Korby



JOHN-FREDERICS HAT, MILCH BAG

They're marked Tebilized for tested crease-resistance, these separates by the gifted Dorothy Korby. The blouse: hand-painted with an old French chatelaine and glittering with jewels. The skirt: sleek and smooth. Both in Blue-Simon's Wash-A-Lin, that wonderful pre-shrunk rayon that looks like linen. Wear them, wash them all you want—the Tebilized mark means their superfine crease-resistance will last the fabric's lifetime. Gray, beige, aqua, navy, black; sizes 12 to 18. About \$15. Blouse also in white. About \$6. At Arnold Constable, New York; Marshall Field, Chicago; Gimbel's, Philadelphia; Joseph Magnin, San Francisco; A. Harris, Dallas, or write Dorothy Korby, 1410 Broadway, New York 18, N. Y.

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for tested crease-resistance

Why do I like made-to-order face powder?

Because I feel about face powder the way I feel about fashion . . . that individuality must be the keynote. And when it comes to something so personal as my complexion, I know that I need catering to . . . the advice of an expert. The Charles of the Ritz consultant, by creating a formula exclusively for me, can help me make the most of my beauty. \$2, \$3 sizes (Introductory size \$1) All prices plus tax.



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The transparency of fine crystal to show you how sheer . . . how seamlessly lovely . . .
the powdered dullness of a rose petal to show you the soft mistiness

. . . the whisper weight of a butterfly's wing — these little things tell you
the miracle of the new sheer, seamless stockings by **BUR-MIL**

CAMEO

TRANSPARA

Seamless Stockings



emba jasmine white mink designed by maximilian, new york

shimmering crown jewel . . emba jasmine* white mink. maximilian, new york • holt, renfrew & co. ltd., canada

diamond crown, diamonds — CARTIER gown — harvey berin ••mutation mink breeders association

EAST MEETS WEST IN COTTON . . . the new honan that's twin to orient's silk. Wamsutta puts the iridescent glow, the soft "hand" of silk into shimmery **BEAUTEAK**. A rare cotton wonder is here: Wamsutta's own crease-releasing finish. Pat Warren of **NANTUCKET NATURALS** uses French blue Beauteak for a city-jacketed, scoop neckline dress, *left*, under \$50. Also in grey, café au lait. *Right*, a pin-tucked, moulded bodice dress in French rose, about \$35. Also in French blue, jade. Sizes 10 to 18. At all Bonwit Teller stores; Julius Garfinckel & Co., Washington, D. C.; I. Magnin, California and Seattle; other fine stores. Fabric by **WAMSUTTA**





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Bogatelle

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TOWN & COUNTRY SHOES in marvelous Mada Straw . . . new cloth that looks like straw, wears like magic and has a fresh-as-a-berry air. Touched off with black patent, navy or wild honey calf, it's the straw in the wind for your Summer wardrobe.

Shoes, **9.95** the pair. Bag, **7.95** plus tax. Write Town & Country Shoes, Empire State Bldg., N. Y. and we'll tell you where.

*the spice
of summer:*

straws in the sun

the spice is "Madagascar cloth"
wonderful new Everglaze cotton
with fascinating straw texture that lasts
forever... it washes, dries quickly, resists
wrinkles, was made in heaven for these
heavenly Jantzen swim-or-sunners...
one-piece 14.95...two-piece 12.95.

Jantzen®
spice-of-summer portfolio

nothing does as much for a girl as a Jantzen

*the spice
of summer:*

elasticized faille
a la lautrec

the spice is the marvelous
silhouetting job done by the finest quality
Lastex-powered faille and Jantzen
design genius. The spice is the nylon lace
panels positioned intriguingly under
the Lautrec influence 16.95.

Jantzen[®]
spice-of-summer portfolio



Jantzen • Portland 14 • Oregon

the spice of summer!

Beaunit breathes life into shaggy cotton terry, and Jantzen makes the most of it in these sports-loving "Outrigger" shirts for mother and daughter. They're cool, absorbent... lovely to look at and a pleasure to wear!

Mothers' sizes, \$3.95; Daughters' sizes, \$3.50.
White, Navy or Yellow with contrast trim.

from the
Jantzen 
spice of summer
portfolio




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*the spice
of summer:*


educated
cotton
calico

the spice is this Knickerbocker heavenly
fine cotton woven and printed specially to
behave perfectly in sun and water, even
saltwater. The spice is this exciting Jantzen
romper suit, demurely collared in front,
cut down to there in the back 8.95.

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it's no simple matter to make a perfect-fitting panty-girdle. Jantzen knows how, having invented the swim suit with panty-girdle bottom before you were born. Jantzen knows how to make a panty-girdle comfortable as skin... Jantzen knows the proper latitude and longitude for comfortable sitting room... and how to keep a leg hem from binding. See these three... marvelous nylon power net breathing-topper, left 5.95... weightless nylon "postage stamp", top left 3.95... Talon-fastened waist-cincher, top right 10.95... and others 3.50 to 12.50 at most stores.

Jantzen breathe-easy stitched bra,
cotton 2.50... nylon 3.50

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perfectly marvelous
figuremakers



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Fifth Ave., New York 22, N. Y.



We have them all
Gantzen
spice-of-summer

They're at Best's! Fashions on preceding 5 pages sent to you postage prepaid in the U.S. Turn back, for description and price . . . then order right away.

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For advice: write Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y. 17, or call LE 2-7500

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Separate Camps and Ranchlife for Boys & Girls 5-18. Two miles apart in White Mts. All sports, arts, golf, fishing, riding and ranchlife. Finest facilities. Also Career Colony & Summer School for older girls. 1125 THE PARKWAY, CHESTNUT HILL 67, MASS.

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brown ledge

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Aquaplaning

kiniya

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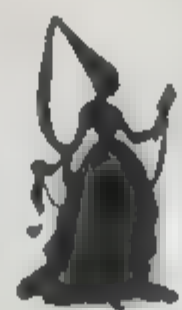
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*for every wear
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wonderfully casual in
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Hopscot Tweed, loomed of
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Perfectly light for the days ahead...
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The famous textile house that put the "Broad" in Broadcloth now puts a touch of Nature's own greenery where it may do the most good.

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XX

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PEARLS BY

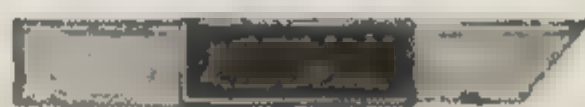
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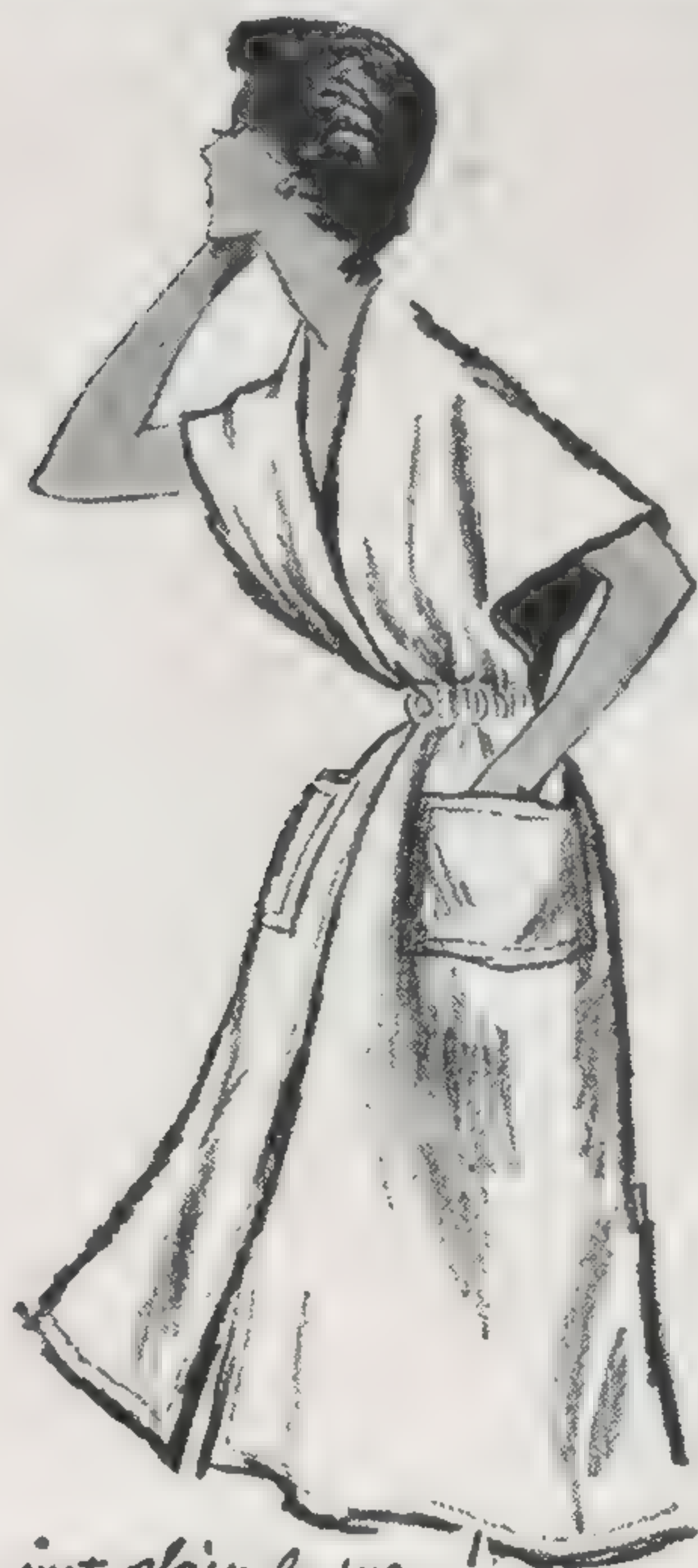
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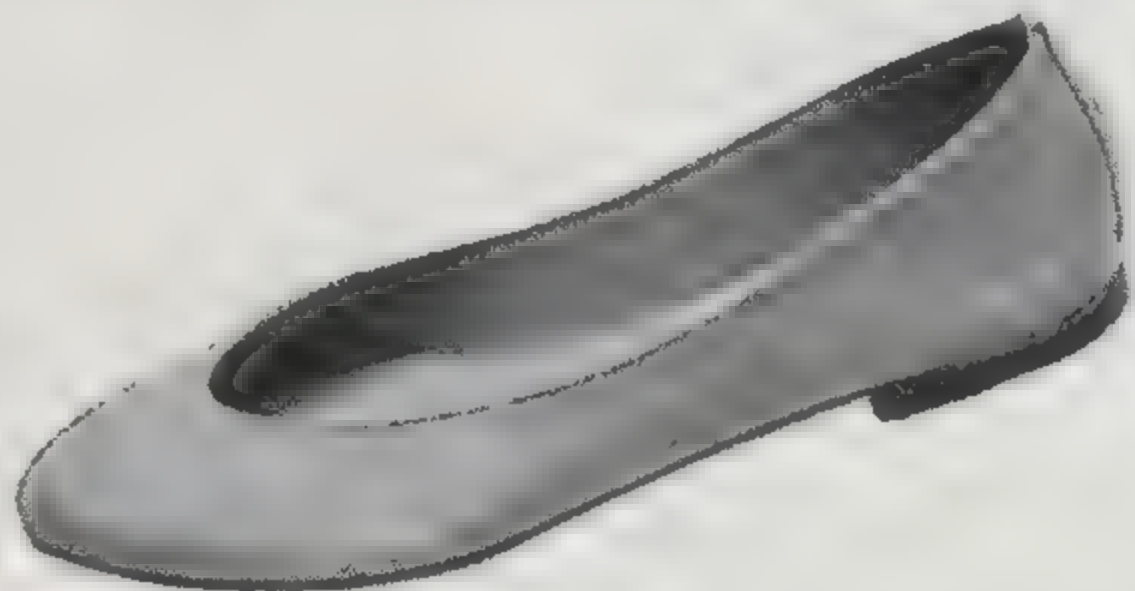
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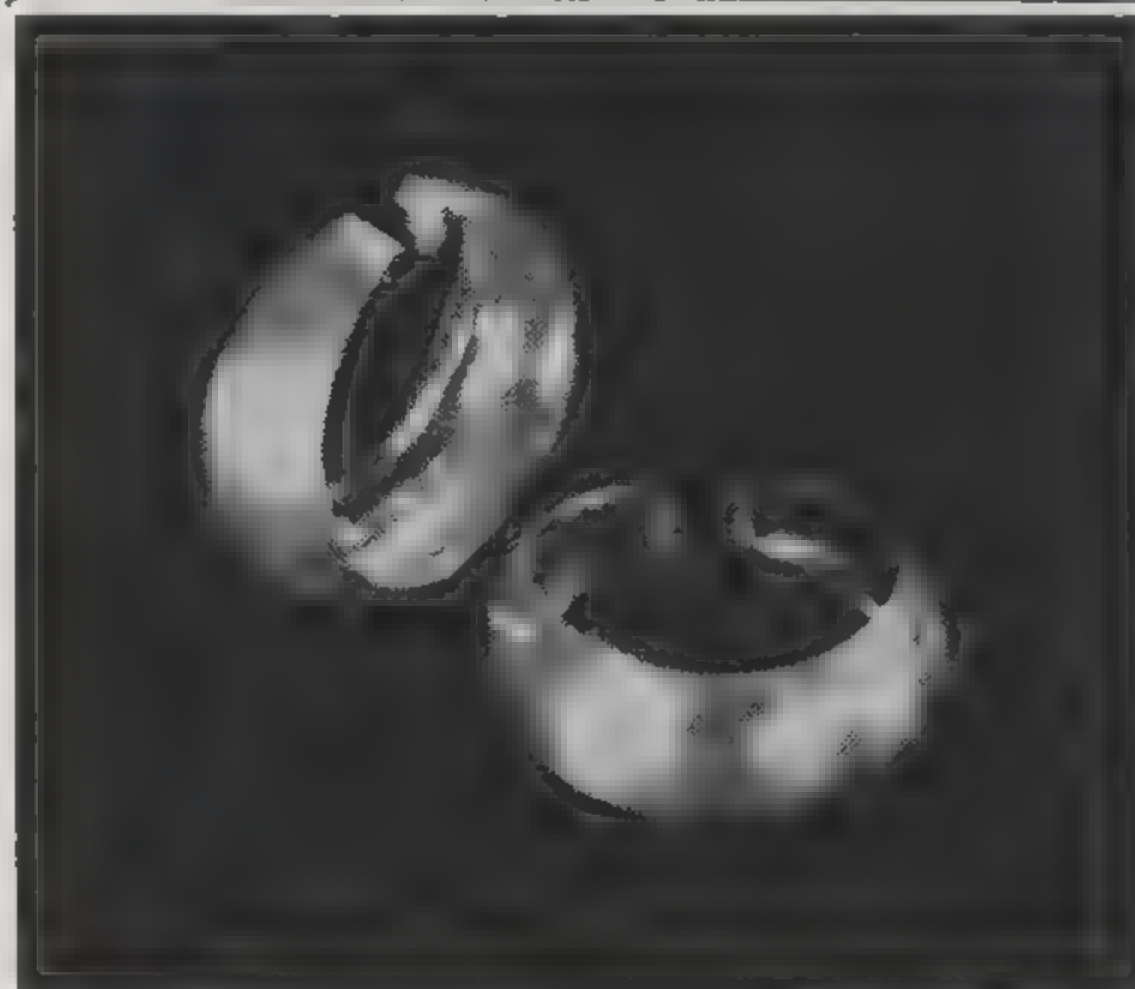
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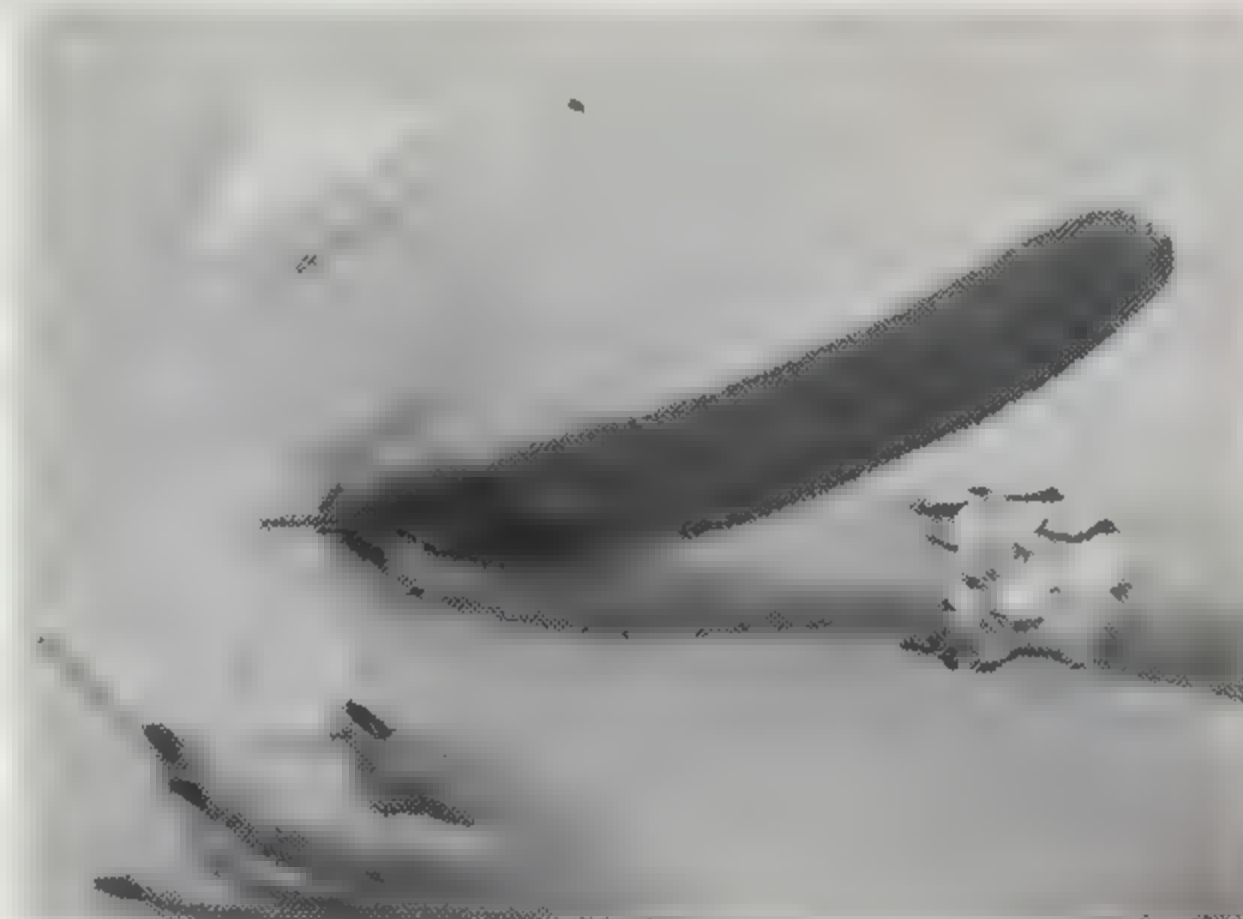
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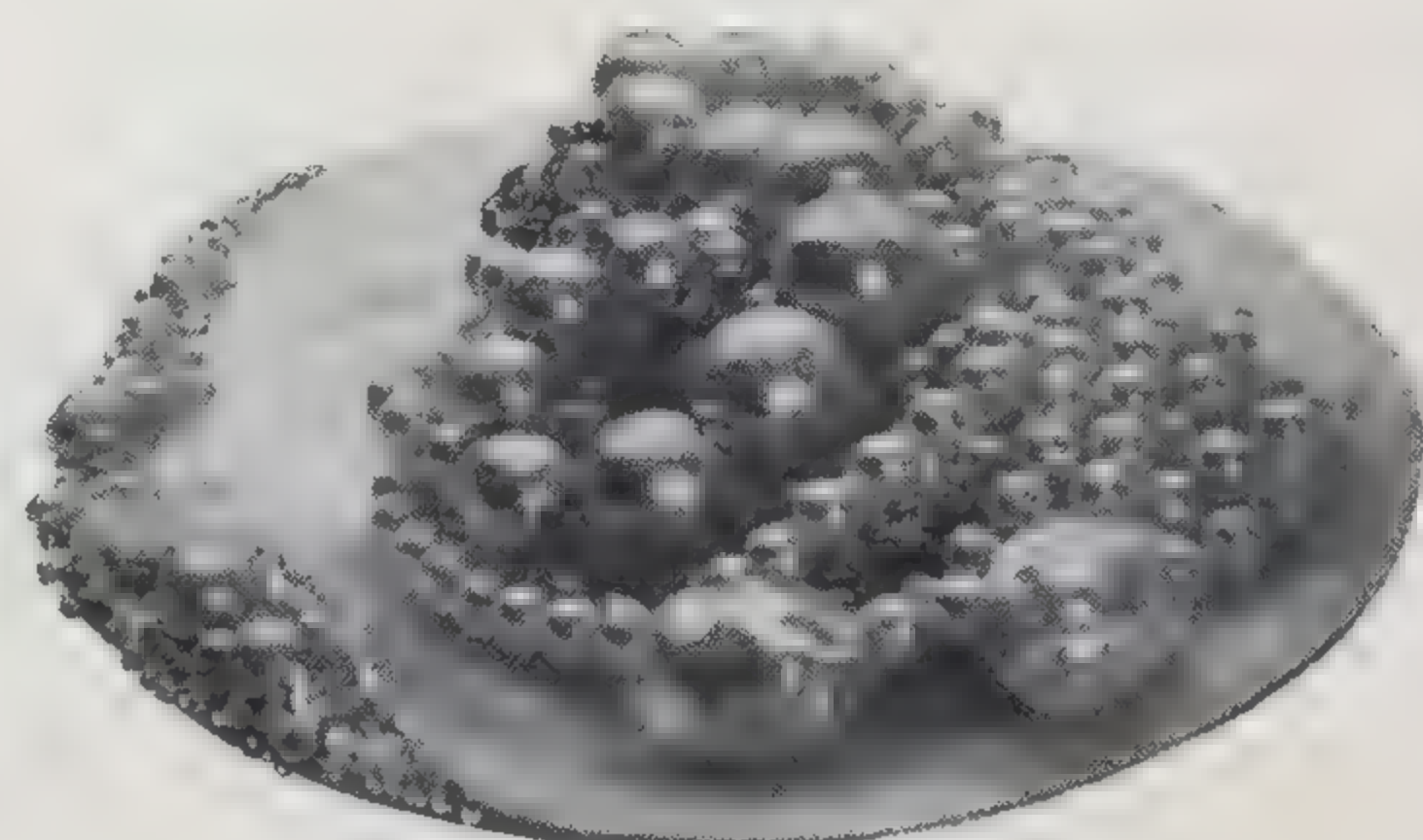
Left: Treasure from Italy—a gilded ceramic pitcher with an oven-baked finish. Pretty setting for a bouquet of roses or simply a conversation piece brightening the corner where it is. Purely decorative—a lovely fluid shape. \$6. Alice Marks, 18 E. 53rd St., New York.

Right: Bright and beautiful table lamp, a good size for a bedside table. Shop Hound likes its hourglass shape. 12" high with a polished brass base and milk glass globe, open at the top. \$14 ppd. Gotham Gifts, 15 W. 47th St., N. Y.

Below: *La plume de ma tante*, modern version. An amusing desk accessory—this bright quill pen with ball point pen built in. In yellow, red, green, or blue feather; \$1 plus 20c postage. Refills, 25c. Lederer, 711 Fifth Ave., N. Y.



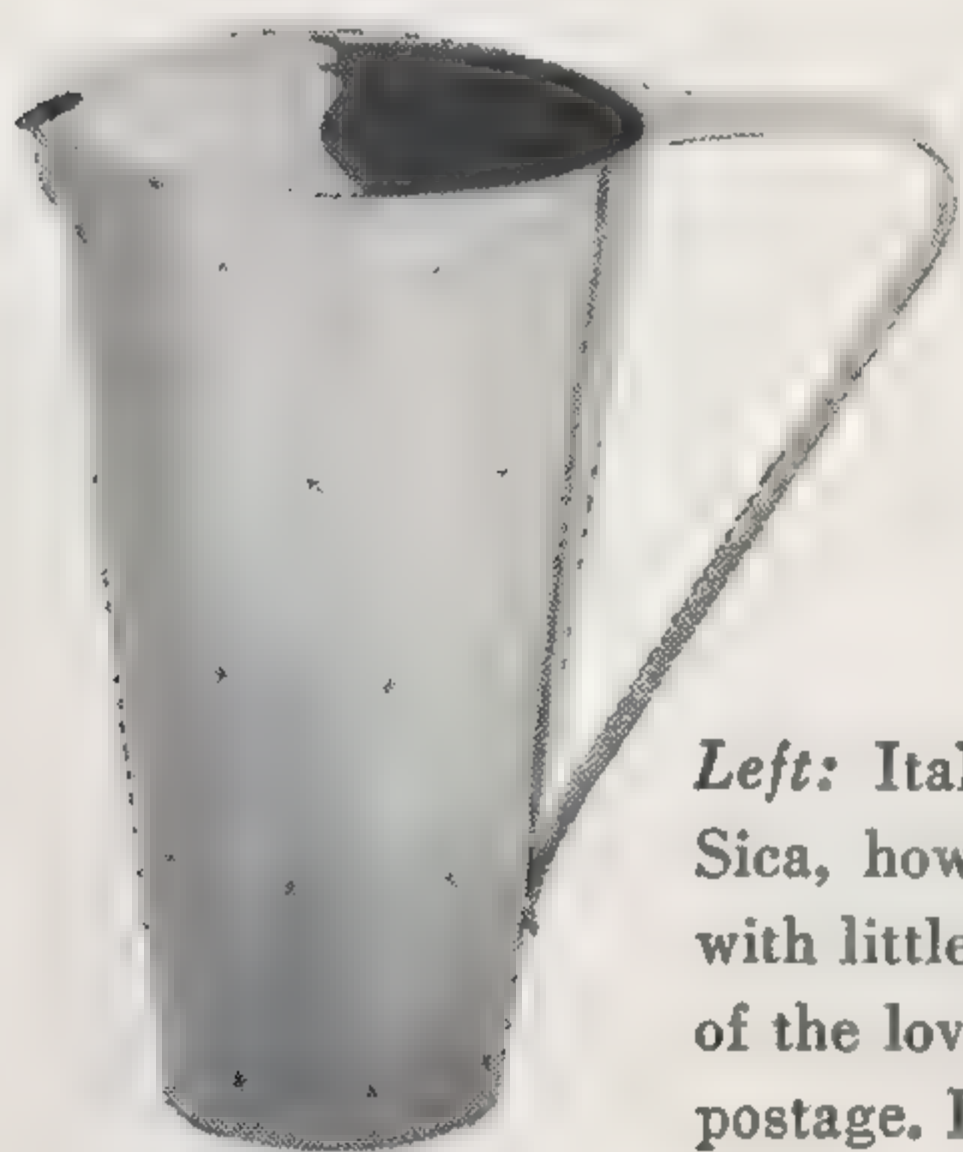
Right: Audubon's animals—a large collection of original hand-coloured lithographs of handsome beasts; circa 1845-48, on paper 22" x 28". All in fine condition and ready for framing, they range in price from \$3 to \$40. The Old Print Shop, 150 Lexington Ave., N. Y.



Left: From a mermaid's dressing table (?) to a sea-level one, a rhinestone-and-pearl-encrusted shell for safety pins, necklaces, whatever.... Polished mother-of-pearl. Sizes: 5", \$9.50; 7", \$14.50; 8", \$17.50; ppd. Village Vendors, 11733 Barrington Court, L. A., Cal.

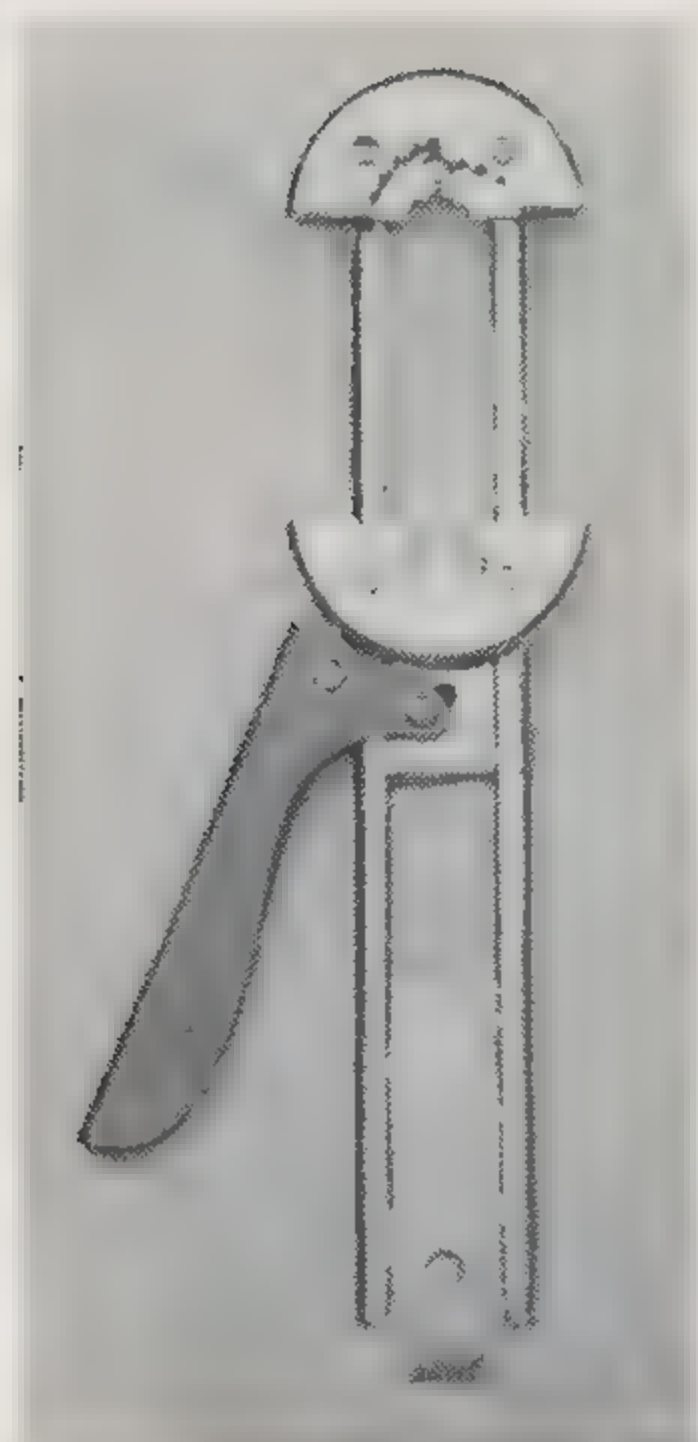
H O U N D

...spring house-preening



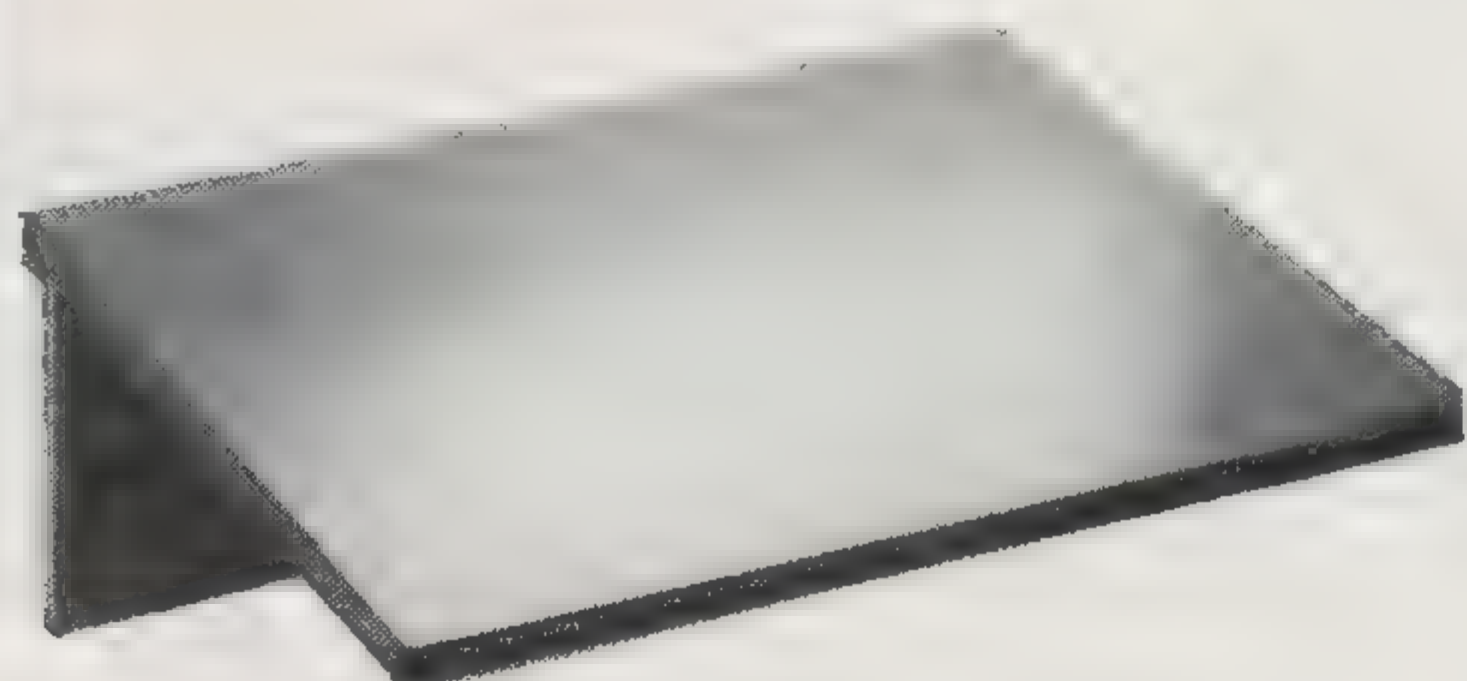
Left: Italian pitcher—star-studded (not by De Sica, however). Made of highly polished brass with little star-shaped indentations, 10" tall. One of the lovely things at this new shop. \$16.50 plus postage. Pygmalion House, 10 W. 55th St., N. Y.

Right: Two-storied pepper mill—the lower section holds and grinds the peppercorns; the top holds and dispenses salt. A good system. Made in Italy of clear, varnished maple. In two sizes: 5", \$2.45; 7", \$2.95. Bazar Français, 666 Sixth Ave., New York.

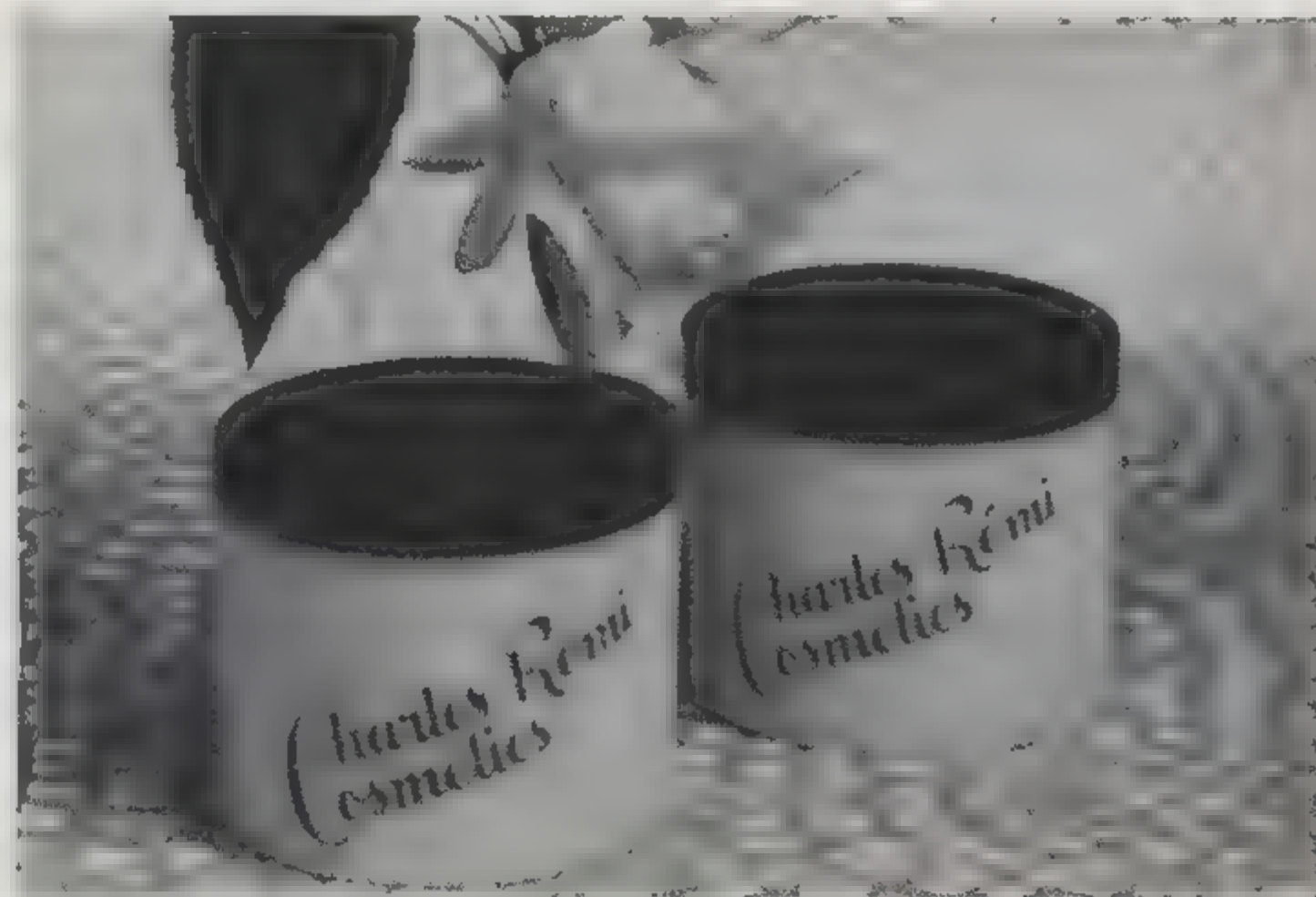


Left: A Gilhoolie—no relation to Irish leprechauns but just as resourceful. For removing all kinds and sizes of bottle and jar caps easily and resealing them securely. \$4.95 ppd. Riswell Co., Dept. 1A, 1121 N. Broadway, Yonkers 3, N. Y.

Below: A wall shelf that folds down when not in use. Dark mahogany finish (alcohol-and-heat-proof); handsome in any dining room or hallway. 15" x 20", \$10.95; 18" x 24", \$14.50, ppd. Glen Vernon Co., Dept. V, 415 Lexington Ave., N. Y.



Left: It's possible to switch the lamp, television set, or radio on or off without moving from a comfortable chair or getting out of bed. Just connect the appliance to this push-button switch—fake marble base; cord, 6½' long. \$6.95. Hale's Bedding, 605 Fifth Ave., N. Y.



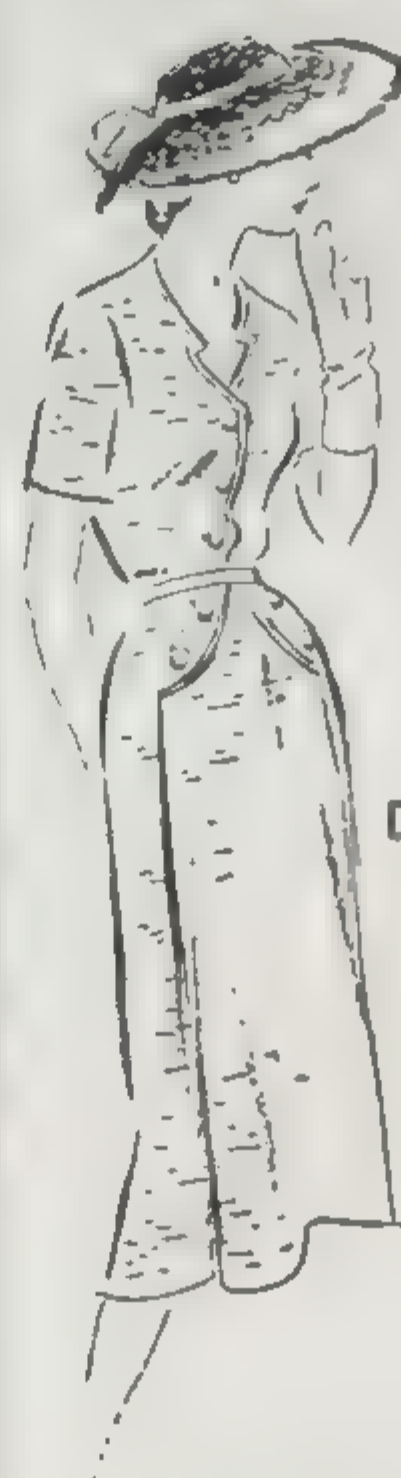
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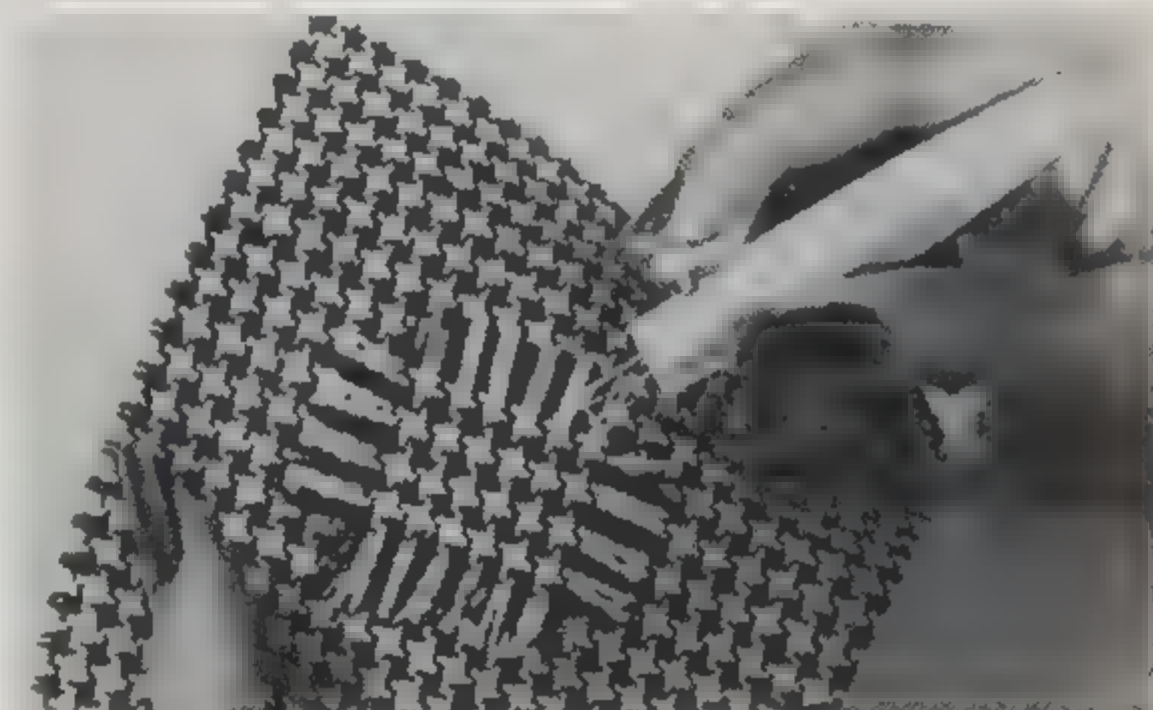
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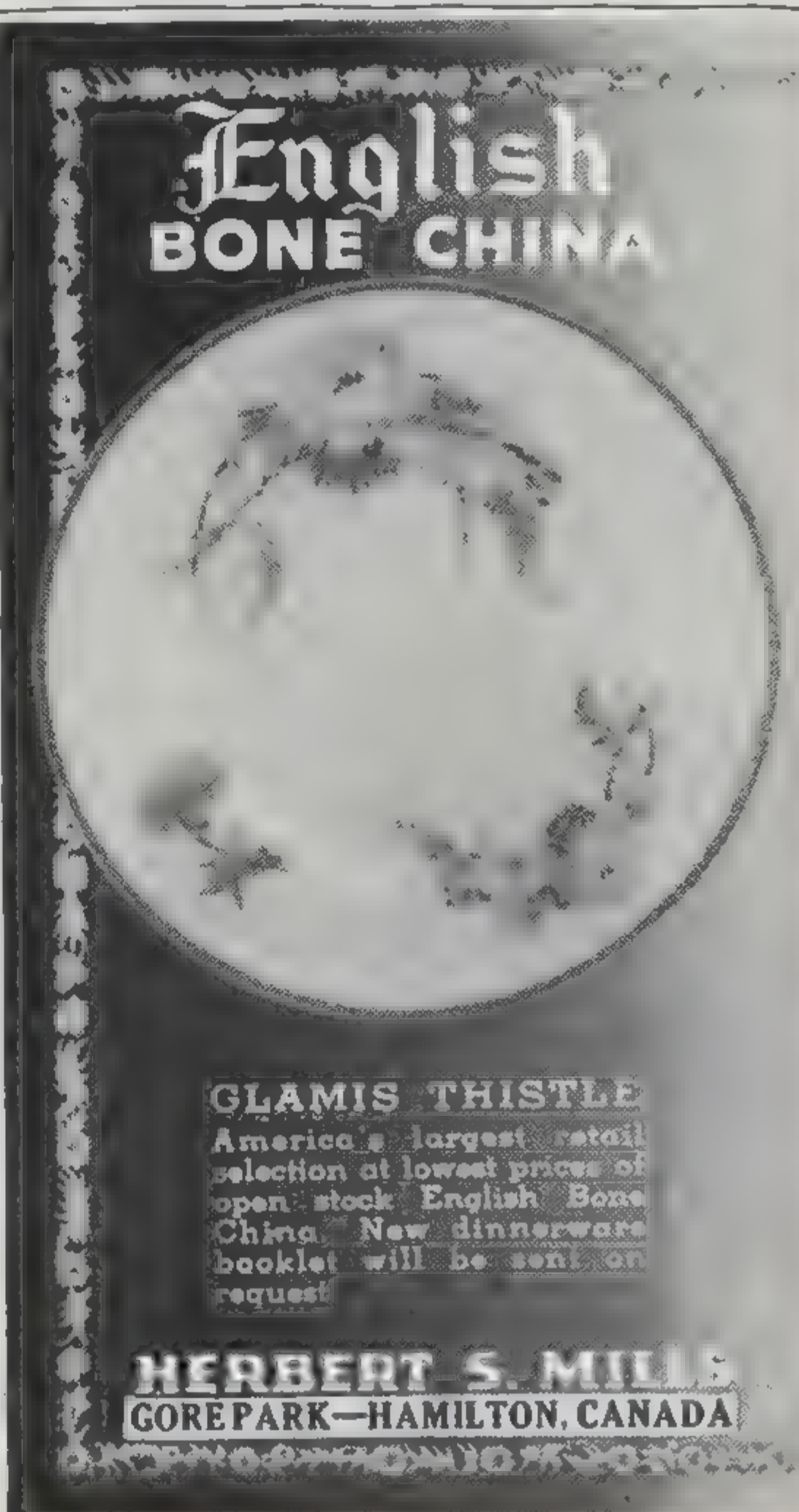
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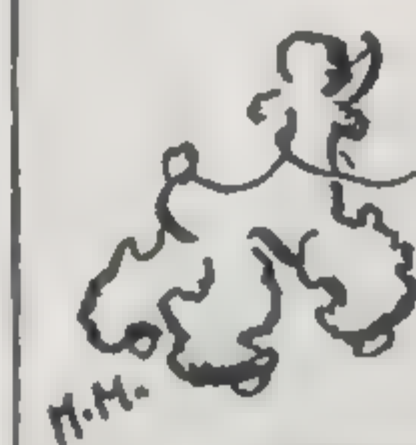
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cashmere sweater with
two suave little french
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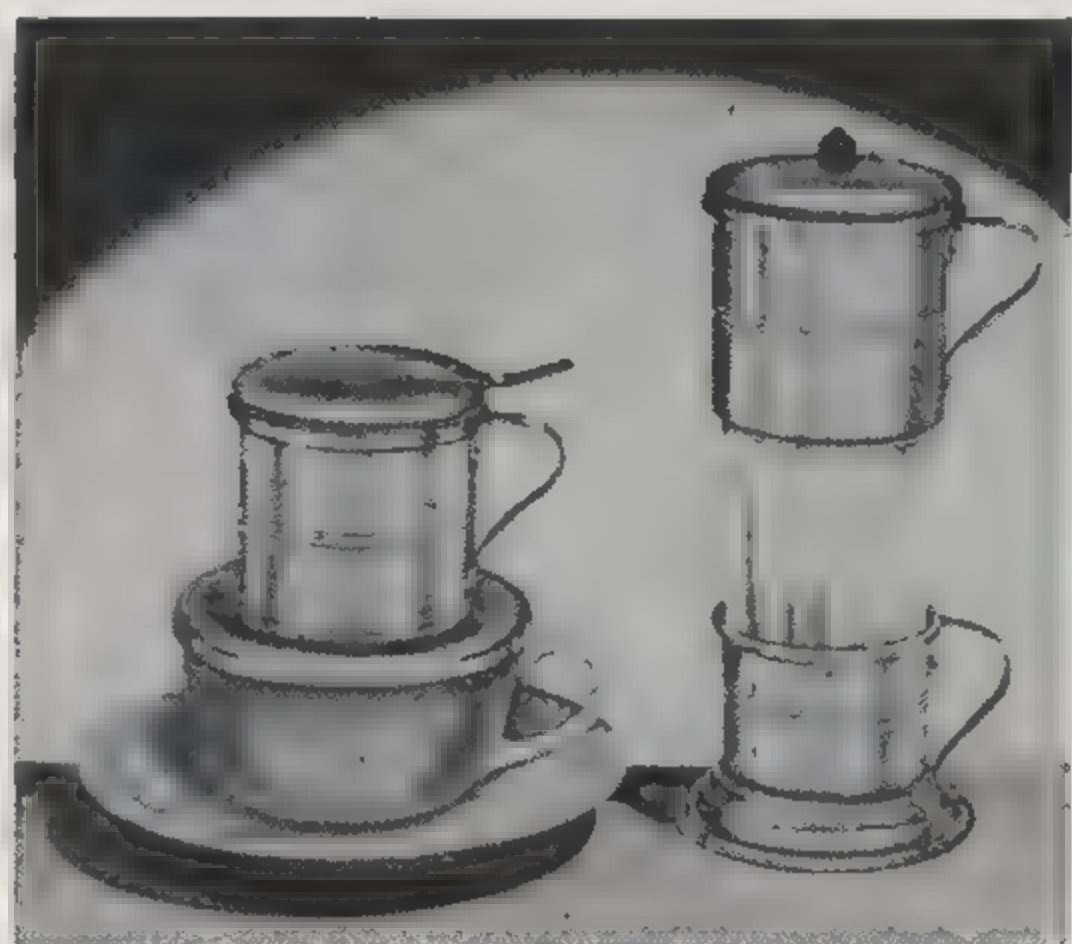
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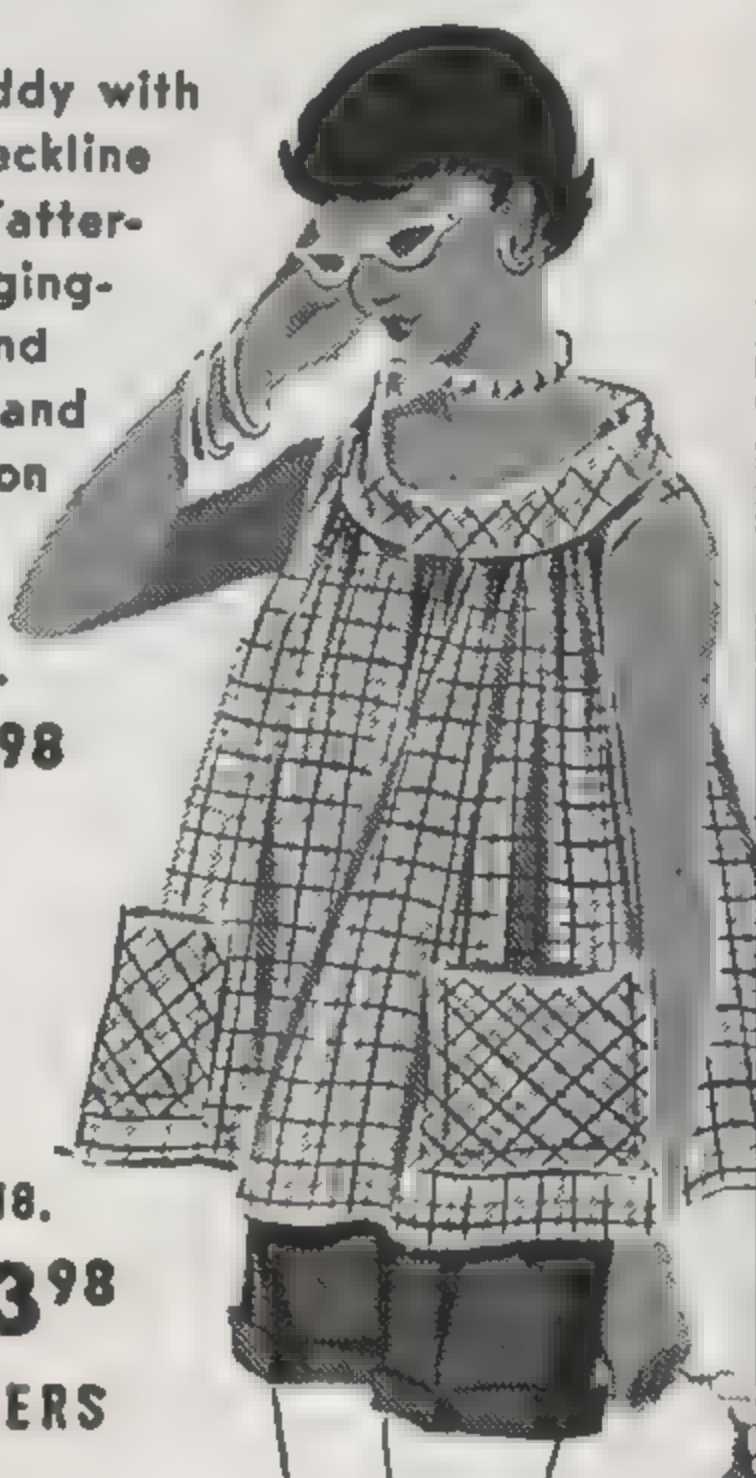
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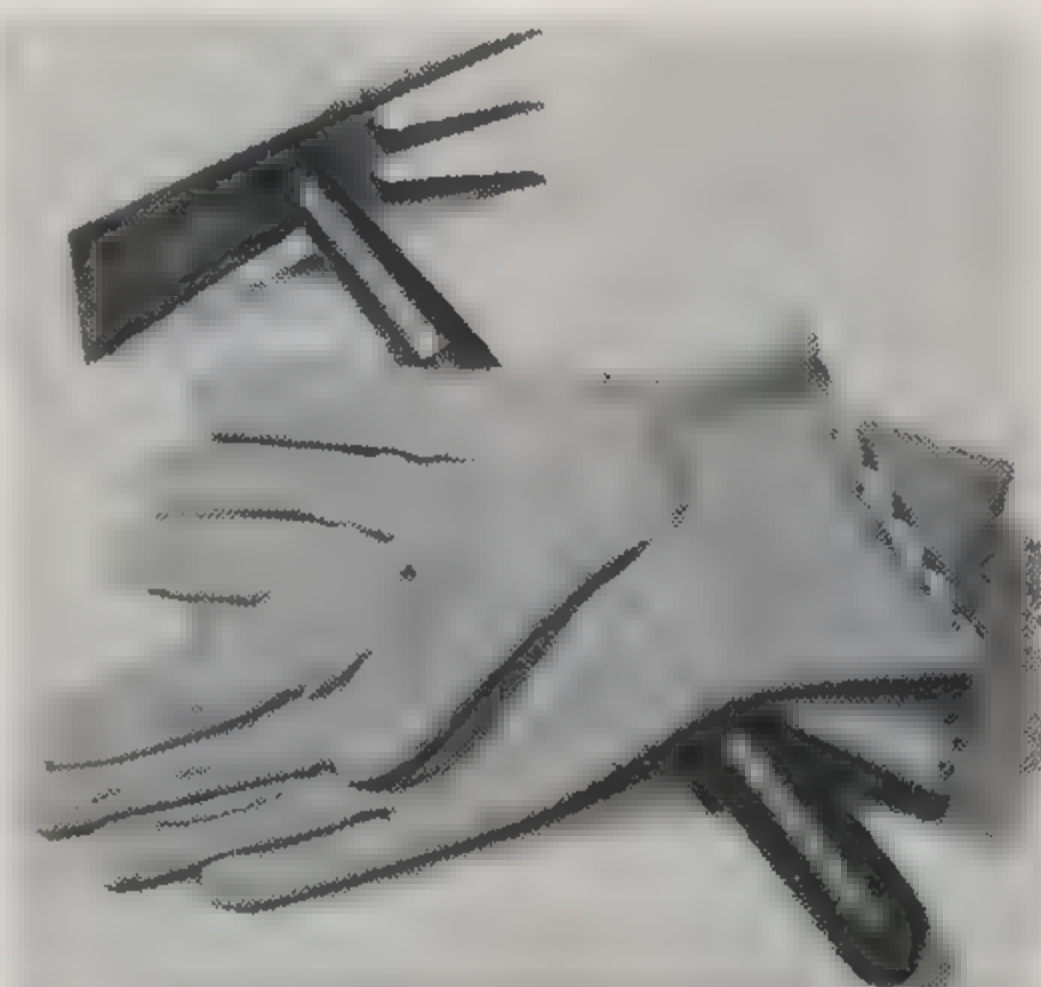
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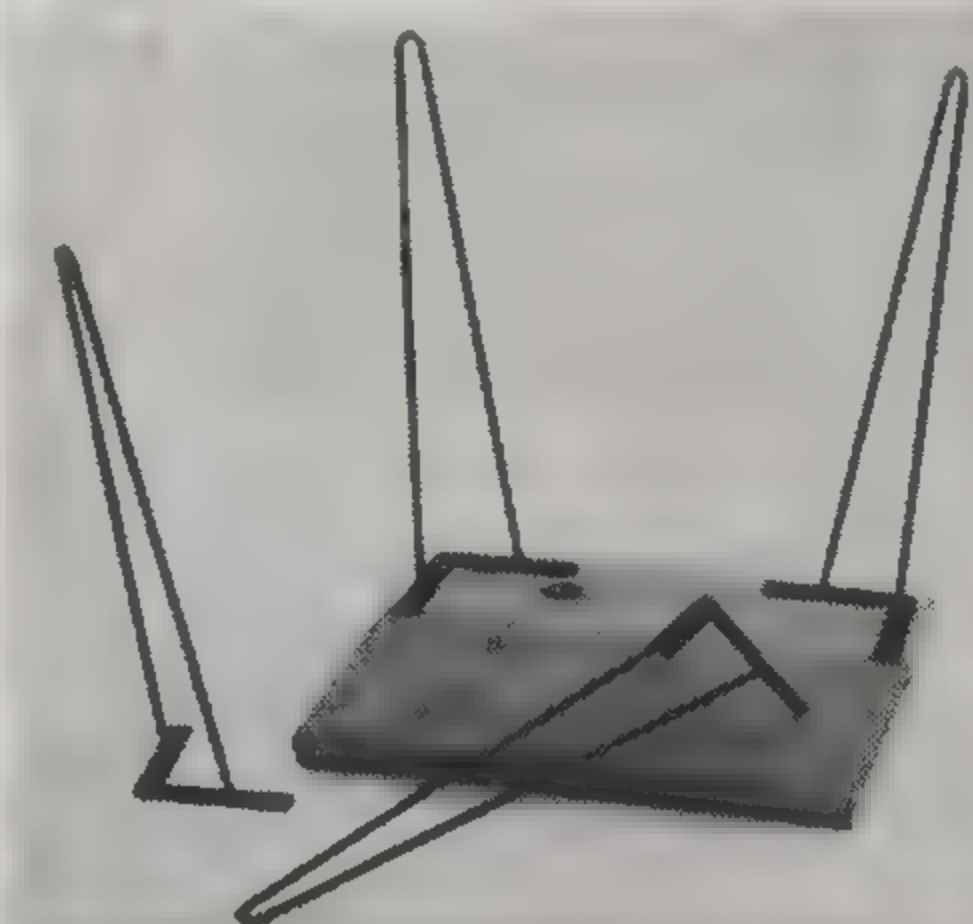
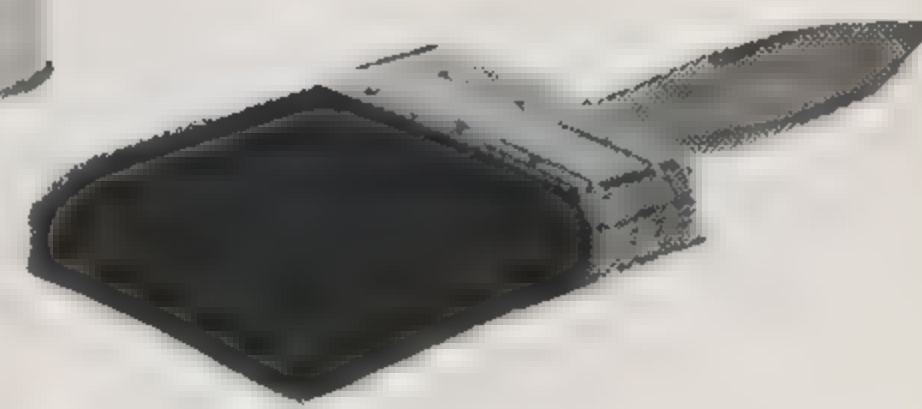
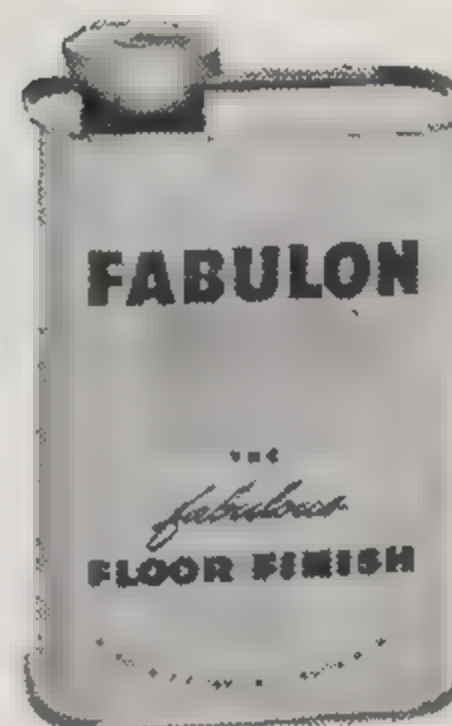


SHOP HOUND ...spring house-preening



Left: Waterproof garden gloves of plastic-treated cotton that can be wiped clean or even tossed into the washing machine. Soft—therefore comfortable, flexible. Pale-blue, yellow, or green. \$1 postpaid. Malcolm's, 524 N. Charles St., Baltimore 1.

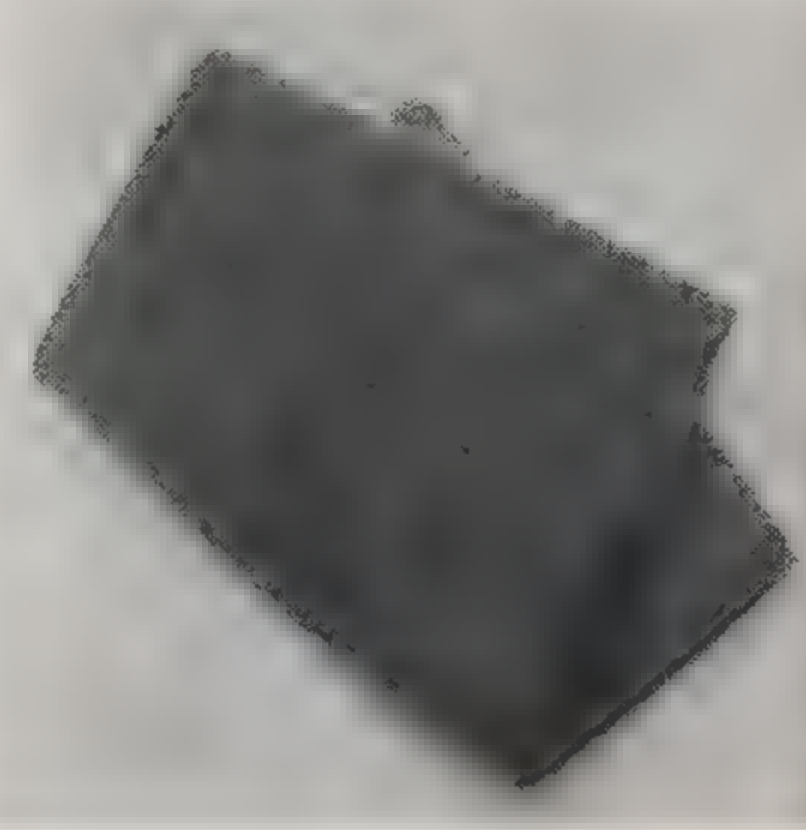
Right: Long-lasting floor finish: easy to apply, quick drying. Fabulon gives a satin sheen to inlaid linoleum and wooden floors; needs only mopping to keep its looks. Qt., \$1.98; gal., \$6.79. Pierce & Stevens, Buffalo 3, N. Y.



MIEHLMANN

Left: Good bases for furniture—wrought-iron legs for making tables, chairs... In lengths from 6" to 28". (22" size pictured, \$8.95 for four legs and the necessary screws.) E. F. Lawrence Iron Works, 2911 Whittier Blvd., Los Angeles, Calif.

Right: Startling new thing—a dry shampoo for cars (anyone who can dust a table can wash a car now). Method: a cloth that's been saturated with magic. It wipes dirt off; leaves a gloss; improves with use—all, without a drop of liquid. \$2 ppd. Kozak Auto Dry Wash, 438 South Lyon Street, Batavia, New York.



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Smart accessories to brighten up any table.

Set of 8 plates, each decorated with a different vegetable, 8 for \$15.00

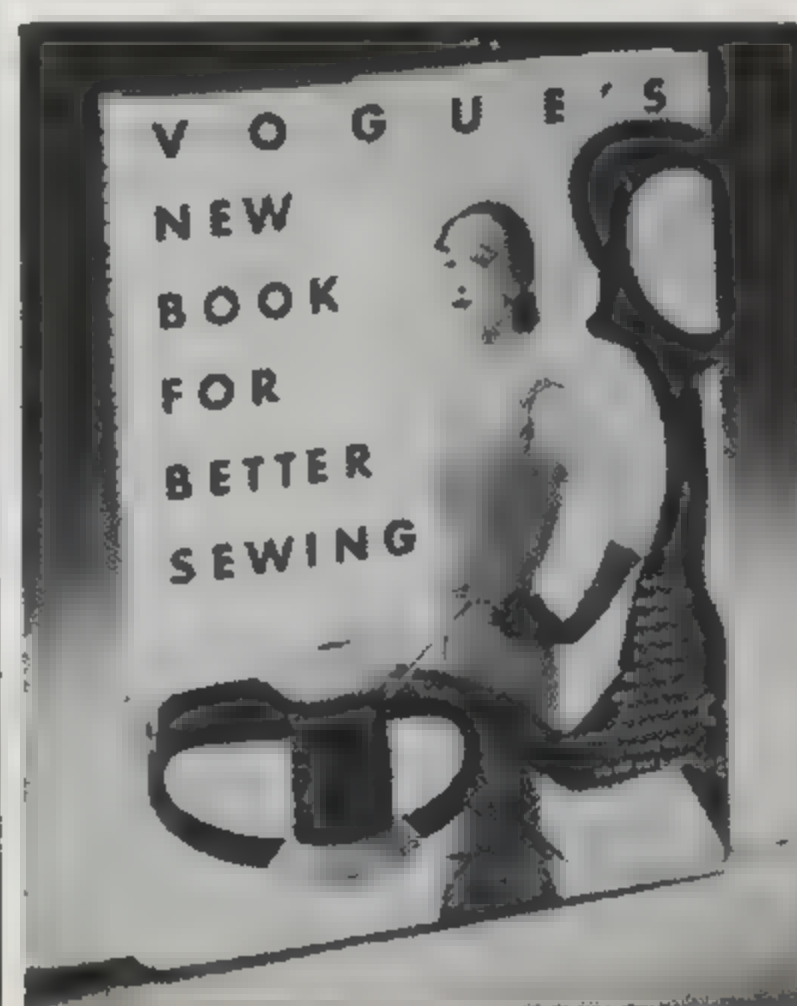
Salad bowl with vegetable decoration, \$6.00

Relish dish, matching decoration, \$7.00

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BLUMENFELD

COVER: A look that looks Valentina—which it is. (More about Valentina's ideas on pages 72-73.) Core of this beautifully-shaped dinner costume is a standaway jacket—mostly revers and cuffs—of delicate handkerchief linen, sewn with tiny christening-robe stitches. The rest, a slender brocade skirt, a jersey blouse. This, and the shiny black straw chapka, to order. Tasselled diamond earrings, ring and pin, Van Cleef & Arpels. Germaine Monteil's new "Ivory" Anatome fluid make-up and "Coral Reef Evening" Superglow lipstick. . . .

APRIL 15, 1953

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Write Nelly Don, Kansas City (Louisiana Purchase), Missouri for name of nearest store featuring the cottons pictured above and on the following 5 pages.



The tucked-dandy dress by Nelly Don
 in *Dumari* fine powder puff muslin, showered with
 fresh primroses. Permanent starchless finish. In white, Georgia peach,
 yellow, blue. 8 to 18, about 15.00



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The stole dress

in *Reeves* leaf-and-shadow print "Crispette" —

a silken-faced Everglaze® cotton that's wrinkle-resistant.

Note high cut to new halter bodice. In moss green, cornflower blue,

brown. 8 to 16, about 18.00



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The butterfly dress
with cropped cutaway
jacket. In Nelly Don's fine

AMERITEX[®]

cotton made to keep its
fresh bloom and
wrinkle-resistance

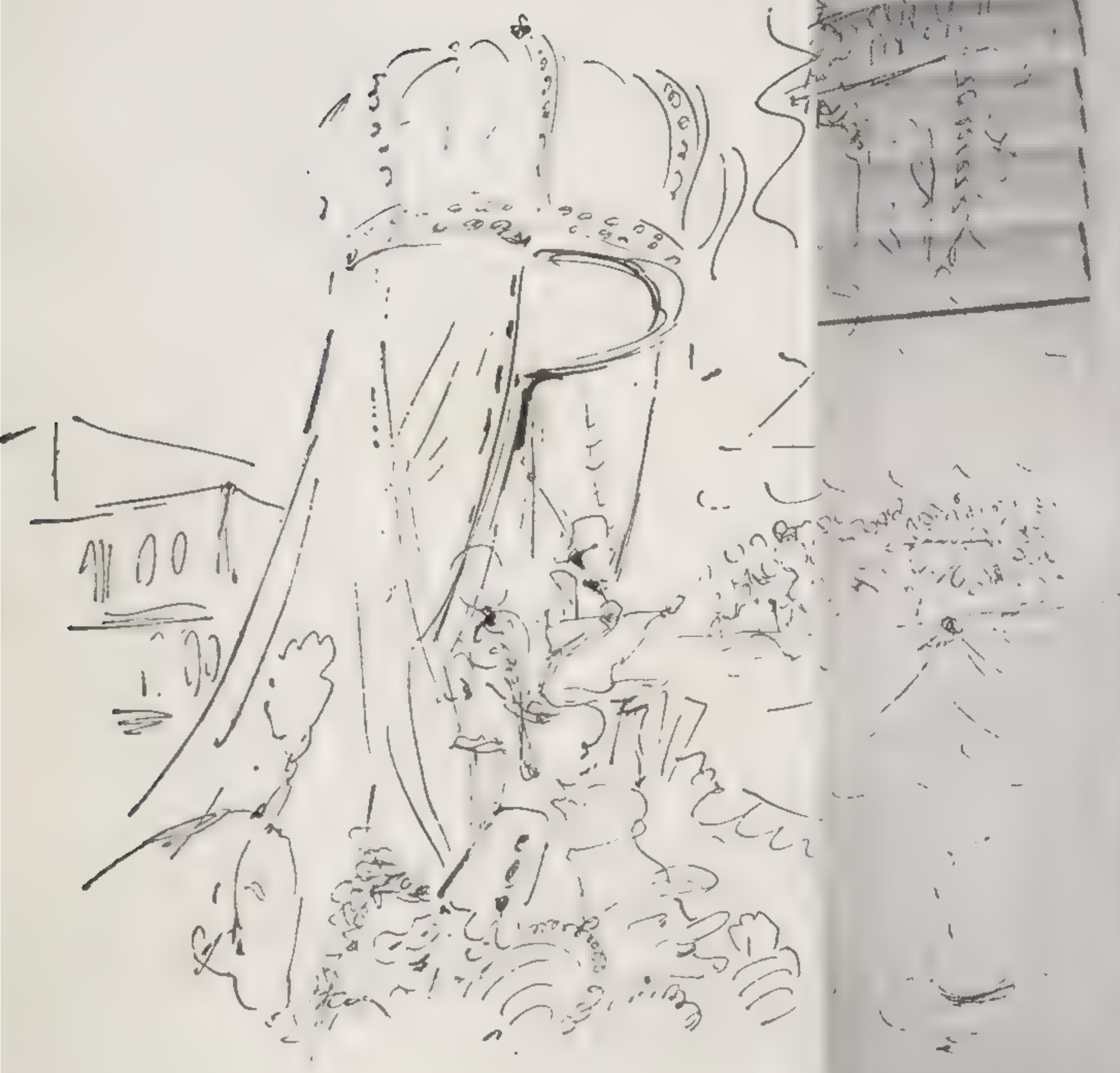
by **Everglaze[®]**

In white with black, navy,
red or green print.

8 to 18, about 18.00

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The flower-stem
 silhouette in white-frosted
 town dress. Of fine
abc cotton "Scalapleet"
 with the tiny
 scalloped tucks woven
 into the cloth!
 Tebilized® for tested
 crease-resistance. In
 summer sand, navy, black.
 10 to 20, about 20.00



abc
 FABRICS

Nelly Don - the best buy since the Louisiana Purchase



The portrait dress

in wonderful carved

cotton satin. A

Crown *Soap 'n' Water*[®]

Everglaze[®] fabric that's
guaranteed washable,

resists soil and wrinkles.

Well-cut basque bodice

over full-blown flower

skirt. In pearl grey,

mint, rose, cocoa.

8 to 18, about 20.00

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VOGUE'S EYE VIEW OF
the ear-ring coiffure

This is one of the quickest fashion "takes" on record:
this little ring of curl, that rests so lightly *before* the ear.
It appeared at the same moment, in Paris, Rome, and New York.
Women who saw it wore it—simultaneously.
And what's interesting about that is:

women are usually rather reluctant to change their hair.

Clothes, hats, make-up, silhouettes, they can't wait . . . but hair?

There's apt to be considerable toe-dragging, as any creative hairdresser can tell you.

But this fore-and-aft of the ear coiffure, with its close, layered, casque shape,
was—and is—an instantaneous hit.

There's something in the way the curl feathers over the cheek-bone,
in the softness of its faint shadow, in the delicacy it gives to an ear. . . .

We can't remember a fashion that has been accepted so quickly.

There's even a version (already!) that can be pinned on—
for impatient ladies, who want to try it,
before they go to their hairdressers.



The six new
LOOKS
that make summer fashion

All clear now, the summer fashion picture. The reports are in, from New York, Paris, London, the Spanish and Italian cities. Six looks stand out with special sharpness; seem to form a basis for summer wardrobe planning; might turn up, every one of them, in a smart woman's closet. On these pages, the six are illustrated—we call them "looks" because it's the *idea* of each fashion that's important; because an idea is something that has no price tag. You may find all six of these looks approximated at all price-levels because they are, in essence, the sum of 1953 summer fashion.

Look #1: The Sweatered Dress—for casual elegance, an unbeatable American fashion; for the variable American summer climate, almost a necessity.

Look #2: The Blond Streak—the summer coat (discussed in detail again on pages 55-57) and summer dress now narrowed down, lightened up, swept clean of detail. Important adjunct: the small, interesting hat.

Look #3: The Slender Day Pleat—except for the pleats of the handsome new shirtwaist dresses (which look smartest pleated full), the pleat that is fashion is the pleat that follows the fashion, that falls slenderly.

Look #4: The Handsome Shirtwaist—a really new look for town, shirtwaist dresses handled, and worn, with immense urbanity.

The perfect adjunct: the new silk print turban.

Look #5: The Full-Skirted Print Dress—floating around town all day and late-day, one of the prettiest new looks.

Look #6: After-five—All-out Prettiness—the dress that starts the 1953 summer evening is a soft dress in a soft fabric, often with as much fullness in its skirt as can be wrapped in a silken coat.

1. Smartly casual look:

**THE SWEATERED
DRESS**

Facing page: A look that's temperamentally perfect for American women—and climatically perfect for American summer weather, air-cooled inside and sun-baked outside—a slender black silk Honan dress, \$90, and a black cashmere cardigan, \$60.

Colouring matter: margins and a belt of black and yellow ribbon.

By Clare Potter. These, the Vinylite bag by Coblentz, and the Bartek jewellery—all, Bonwit Teller.

Sweatered dress, also at Garfinckel's; L. S. Ayres; Neiman-Marcus.



PENN

2. New city day look:

THE BLOND STREAK

Above: What's happened to smart summer town dresses—a simpling down, a slimming down—illustrated in brown-and-white tweeded linen. Note that the only emphasis is a topward emphasis: a little fullness between shoulders and bosom is all to the good. By Samuel Winston, in Tebilized Sichel linen, about \$60. Dress; the bag by Lucille, at Lord & Taylor. Dress, also Marshall Field.

Facing page: Not only a summer coat—which is fashion in itself (see pages 54-57)—but the newest coat going, slender, of beige Moygashel linen, shown over a pale print dress. Coat by Clare Potter (about \$100), the gloves by Superb, the bag: all at Lord & Taylor. Coat, also: Wanamaker's, Phila.; Hutzler's. Raffia hat, Dior.





PENN

3. *Unruffled day look:*

PLEATED SLENDERNESS

Above: Grey Orlon-and-nylon, famous for the way it holds a pleat, in a summer suit that keeps its slender new figure even though it has the added interest of pleating.

By Nettie Rosenstein, \$155. Henri Bendel; Thalhimers.

The Marvella jewellery also at Henri Bendel.

Facing page: Summer urbanity—the look of the shirtwaist dress when it's handled, and worn, like this.

Buttercup-yellow silk, buttoned high, and sleeved loosely and long; and worn with this summer's newest-looking hat, the silk print turban.

Dress by Traina-Norell, in Bianchini fabric, and the bag by MM, at Henri Bendel.

Dress, also at Woolf Brothers; I. Magnin.

4. *Handsome city look:*

THE NEW SHIRTWAIST





PENN

5. *Fresh city look:*

**THE FULL-
SKIRTED
PRINT**

Above: Freshest fashion happening in a long time—the glorification of the print. Think you see dots here?

They're tiny sprigs of blue flowers, growing on a white cotton ground. The gilet: expendable from five o'clock on. A Griffe adaptation, in Wamsutta Everglaze cotton. Dress, \$50. Gilet, \$10. These, the Givenchy-prompted hat: at Gunther Jaeckel.

Dress, also at Kaufmann's; Halle Bros.

Facing page: Soft black chiffon shirred to the hips and then drifting full; a cap of black mesh; a modicum of icy jewellery—couldn't be simpler, prettier; couldn't be more this-year. Ceil Chapman dress and Eisenberg jewellery: Saks Fifth. Dress also at Garfinckel's; The Dayton Co. Lilly Daché hat.

6. *After-five look:*

**ALL-OUT
PRETTINESS**





NEWEST-LOOKING HAT:

the silk print

turban



Newest hat, here and in Paris: the clinging print turban, folded low on the nape... at its best, worn with a free-throated dress; at the peak of its elegance, with long earrings. To wear as the high-point of a monotone costume, as Hattie Carnegie demonstrated in her spring collection.

Left: The low-draped turban, lapping the neck, in a bright pink and red Persian print silk (wonderful line with the standaway collar). Diamond, emerald earrings.

Right: Close turban, open at the crown—the folds giving just a nice width. Of bright blue and green silk print; the long earrings, pendulums of diamonds and rubies.

Turbans: Hattie Carnegie (to order). *Jewels:* Cartier.



RUTLEDGE

Looking pink and white: summer evenings. Something our glowing reports about pink have been leading up to: a summer of pink and white evening dresses, each one a beauty guarantee.

This page: Looking every inch new—a longer short evening dress combining a pink Chantilly lace skirt with a white raw silk bodice with pink satin piping.

By Harvey Berin, \$135. Bonwit Teller; Hudson's. Rhinestones by Kramer.

Setting, one of New York's romantic restaurants: Café Nicholson.

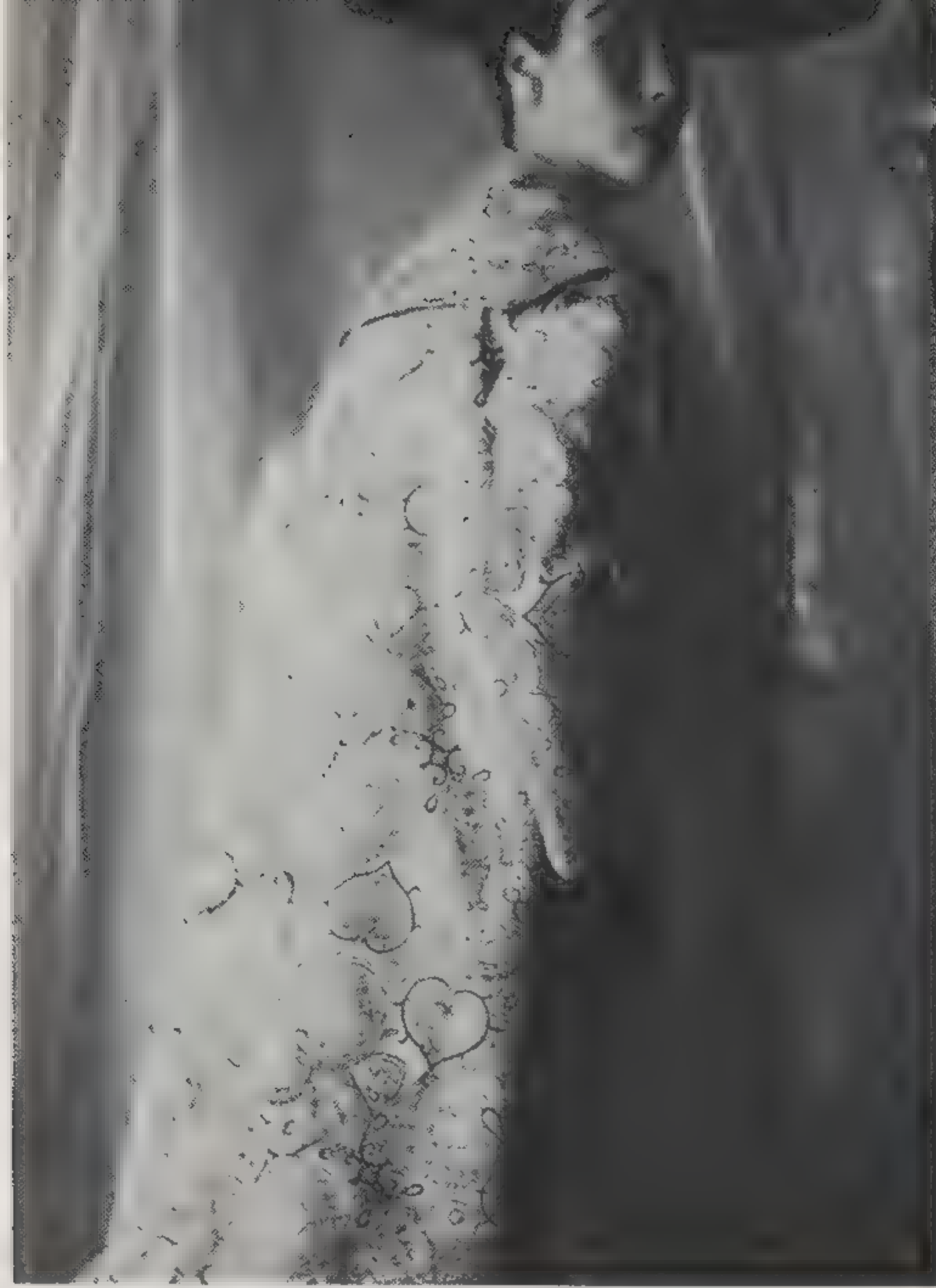
Facing page: Looking delicious—the pink and white evening separates of Tina Leser, combining cashmere, satin, and piqué. Satin bodice and piqué skirt, \$70.

Cashmere sweater sewn with lace roses and butterflies, \$70.

Bergdorf Goodman; Neiman-Marcus; I. Magnin. The Trifari necklace; the faintly-coloured Picturesque stockings: also Bergdorf Goodman. Delicately-tinted kidskin sandals, Delman. Lenthéric "Red Lilac" lipstick.







THE SUMMER COAT

Prediction: this will be the summer of the summer coat—if ever there was one. You could see it coming via the fashion for the coat-and-dress costume, in the great emphasis on coats in general; in the fascinating new faces on summer's cotton. (You could see it coming with the spread of air-conditioning, too.) Now you see the result: major coat fashions—fresh and delicious. in summer versions.

Facing page: The polished cotton cardigan coat; straight, collarless, with the cool gleam of porcelain. By Pem Squires of Everfast sprigged Everglaze cotton, about \$25. Saks Fifth; Hutzler's; Sakowitz. Stockings? Yes, Hanes's seamless, "Atmosphere." That shining blue eye make-up, by Maybelline. The important new ear-ring coiffure, Enrico Caruso. Background screen, painted by Frederico Pallavicini.

Above: Summer coat—Paris version: Paisley piqué, black on white, lined with bright green, by Griffe. (Paisley's the new international pattern . . . remember the wool Paisley coats in the Italian collections?)

Right: The felt shell—a new idea for summer. Unlined felt that stands away from you, holds its shape, looks wonderful. This one: high-waisted, standaway neckline; in clear orange. By a newcomer: Urleene Chaplain, \$25. Lord & Taylor; Hudson's; Hutzler's.





THE SUMMER COAT *continued*

1. The good tailored coat, in what happens to be: cotton; cut with relaxed narrow ease. Of nubbed charcoal-grey, lined with bright yellow. By Holmes of California, about \$50. Black calfskin bag by Lennox; both, Lord & Taylor. Coat, also Harzfeld's; Joseph Magnin. Side-pointed white raffia pillbox; Sally Victor.
2. The duster: this year, unflared, with elbow sleeves and importantly lined with the same red carnation print cotton as the dress. By Ben Barrack of beige spun-rayon. Dress *and* coat (they're inseparable): \$55. At Best's; Montaldo's.
3. The full-length blazer—news in itself, and newest in navy-blue and red striped Italian cotton. Cut perfectly straight, with a navy-blue velvet collar. (Ideal summer theatre coat too.) By Spectator Ltd. \$70. At Lord & Taylor; J. W. Robinson.
4. The ulster—free-falling with scooped-up sleeves. By Vera Maxwell, of beige Irish Tebilized linen, very thinly striped in red. \$60. From Rosette Pennington.
5. The pink felt shell; short, wrapped, and standing (all by itself) well away from the shoulders. By Urleene Chaplain, \$23. De Pinna; Neiman-Marcus.



2



3



4



5

Passenger jet

BY ERNESTA BARLOW

Obviously The Comet was the queen of airliners. At the Bombay airport her bright wings rested close to the passenger gate. She appeared, moreover, to be holding a sort of levee before departure. Hindu women, gay as a tulip show, caught their shimmering gold-bordered saris about them to mount the high metal steps, their bare feet stepping surely in elegant sandals of gold and coloured leather. Two lovely Pakistani girls in slim gathered trousers and tight three-quarter-length brocade tunics waited their turn. The visitors came away chattering with wonder and delight.

With other passengers I had passed the courteous formalities of the customs, passport, health, and ticket offices. I bought a book at the newsstand, something that could not possibly improve my mind, and strolled over to the white picket fence that kept a curious crowd from surging out onto the field.

The jet was an honest work of art, functional as a swan in every line. Her silver skin was laid on without a visible rivet, smooth as a Queen Anne tea tray, polished even more brightly. Streamlined from every angle, the plane tapered like a fountain pen at the nose. Two cigar-like shapes, half hidden in the wings, with round holes at either end, ran parallel to the cabin on the port and starboard sides. These housed the four jet motors that lifted us up eight miles high.

The plane had already taken aboard her fuel load of kerosene; only one chugging service car stood near her. From it a fat green python poured cool air into the cabin to counteract the effect of the Indian sun. Mechanics, clean as hospital orderlies, were busy with the final mysterious rites of their trade.

I felt lucky to be going on her; Bombay-London was the only Far Eastern route

scheduled for any jet up to last winter. Just that morning I had strolled without purpose down the shop-lined corridors of Bombay's Taj Hotel. A B.O.A.C. office opposite the jeweller's reminded me that something should be done about a homeward flight. I went in and waited my turn at the counter. Right before me was a glamorous picture called "The Comet." I made an immediate decision.

"Have you," I asked the first clerk who looked up, "a seat on that plane this afternoon as far as Rome?"

"Today!" The Hindu's expression was that of an official being asked for a seat in the Abbey on the day of the Coronation. "Indeed I regret . . . we have a waiting list from here to Calcutta weeks in advance for the jet flights."

"Oh, I'm sure," I agreed quickly, "but, since I'm not in Calcutta, and you can let me know any time up until the take-off . . . I'll be around." Clearly he felt it was *lèse majesté* to contemplate a trip on the jet in the casual way one took a bus. Trying to sound more respectful, I asked if she was filled up all the way from Bombay.

The gentleman searched his records. "No," he said, "there is one place to Karachi, the first stop." That would be all right, I told him, I liked Karachi. It had a lovely airport with beds, showers, a restaurant in a garden—Karachi seemed like heaven on the way east. Quantities of scheduled flights go through that Pakistan airport all the time. I could easily get on one.

"Then we will take much pleasure in giving you this last seat," he said and bowed.

"Thank you very much," I answered with equal formality, feeling as if I'd been put on the Birthday Honours List for an O.B.E. or something. "How long," I asked, watching him write out my ticket, "from Bombay to Rome by jet?"

"Ten hours."

"What!" I remembered all too vividly the exhausting eastbound flight, the 3:30 A.M. bus to the Rome airport, the inevitable wait for the plane, the interminable twenty-two hours that followed before reaching Bombay. From that moment I felt my soul's salvation hung on taking The Comet. And I must have looked it.

"I will make every effort," the clerk said earnestly. "I will even ring up Karachi."

"I would be so grateful!" I told him.

No further word of available space to Rome had come before the hotel bus left for the airport. But what of it, I told myself; in any case I should get a sample of jet flying. We drove out through filthy, refugee-crowded slums. They showed in black contrast to the fine Bombay air terminal. The terminal, at least, was one area forbidden to India's sacred cattle. Uncounted, starving, diseased, the animals roamed elsewhere unchecked, living off garbage piles, devouring the scanty substance of the land.

It was late afternoon, and a clear, still day. Promptly, as for a court function, a singsong Indian voice called us over the loudspeaker to emplane. I took a chair over the wings where the ship is steadiest. Then the door closed with a muffled, solid sound. I tried to look nonchalant. Suddenly there was an unearthly whistle. The sound magnified, went higher, higher, higher, almost out of range of the human ear. We moved down the runway. Then over the whistle came a scream as of a thousand banshees. Our four giant whistles, aided by the screaming boosters needed at the take-off, blew us into the air with an inhuman noise beyond all noises. I gripped my chair arms, felt the ship lean on her eastern wing. We turned over Bombay, the flaps straightened out and we leapt for heaven. Shortly the crazy screaming stopped and the whistles toned to a tune one ceased (*Continued on page 117*)

List found in a coat pocket

BY SHIRLEY JACKSON

EDITOR'S NOTE: *A writer with a light and deadly delicacy of style, an almost frightening power of observation, Shirley Jackson is the author of numerous short stories, including that small, spine-curdling masterpiece, The Lottery. The wife of a writer, Stanley Edgar Hyman, and the mother of two sons and two daughters, she lives in Vermont, in a big old house overflowing with books, children, furniture, toys, and "literally thousands of socks." About all this, she has written a new book called Life Among the Savages, of which this is one chapter. It will be published in June by Farrar, Straus & Young.*

I believe that all women, but especially housewives, tend to think in lists. I have always believed, against opposition, that women think in logical sequences, but it was not until I came to empty the pockets of my spring coat that I realized how thoroughly the housekeeping mind falls into the list pattern, how basically the idea of a series of items, following one another docilely, forms the only possible reasonable approach to life if you have to live it with a home and a husband and children, none of whom would dream of following one another docilely.

What started me thinking about it was the little slips of paper I found in the pockets of my spring coat, one beginning "cereal, shoes to shop, bread, cheese, peanut butter, evening paper, doz doughnuts, CALL PICTURE." I showed this list to my husband, and he read it twice and said it didn't make any sense. When I told him that it made perfect sense because it followed my route down one side of the main street of our town and up the other side—I had to get cereal at a special store, because it's the only one which carries the kind my children like—he said then what did CALL PICTURE mean? When I explained that it meant I must call the

picture-framer before I started out and was in big letters because if I took the list out in the store and found I had forgotten to call the picture-framer I would then have to stop in there, he sniffed and said if he managed his business the way I managed my shopping. . . . The other list I found in my spring coat pocket started out "spring coat to cleaners."

The fact that I hadn't taken my spring coat to the cleaners does not materially affect my conviction that the kind of progress from one thing to another which makes up a list is deeply logical, if ineffectual.

Say to my next-door neighbour that you admire her new kitchen linoleum, and she will tell you, "Do you like it, really? I wanted to get white instead of blue, but it gets dirty so quickly, and then of course John always did like blue best, but of course the canister set and the kitchen table are lighter blue, and it would have meant replacing *them*, but then the curtains. . ." From here she may go off onto any of several tangents (I am assuming, of course, that she is not interrupted by your telling of your own experiences, or John's saying how about bringing out some crackers and cheese for everybody, or a child crying somewhere upstairs), such as the dirt thesis; she may give you a list of things which *do* get dirty ("... a black linoleum, and do you know it showed every single track. . .") or things which do not get dirty ("... and even though it was really a pale yellow it just wiped off. . ."), or she may become interested in kitchen fixtures ("... and she had the *prettiest* curtains, but they were sort of odd, I thought, in a *kitchen*, they were. . .") or bathroom fixtures ("... and they had the same tiles in the bathroom, only these were pink, and the curtains *there*. . .") or even John's likes and dislikes ("... but of course he won't eat anything with garlic in it, so

I have to take all the recipes I get and put in. . .").

I think that may be why my spring coat never got to the cleaners. You can start from any given point on a list and go off in all directions at once, the world being so full as it is, and even though a list is a greatly satisfying thing to have, it is extraordinarily difficult to keep it focused on the subject at hand.

Right now, for instance, I am worrying about demitasse cups. I personally prefer a double-sized coffee cup, but with those tiny cups coffee is served so graciously (I see a list here, going on off into tiny spoons, and after-dinner liqueurs, and me in a long gown at the coffee table, and everyone speaking wittily, and the children sweetly asleep in the nursery with Nanny on guard) and so easily (this list includes a maid and a butler to wash the cups and polish the tiny spoons) and so elegantly (my mother has promised me a silver coffee service, and then there's the coffee table we inherited from Great-aunt Martha, and if my husband would just get to work and sand it down and varnish it. . .) that, infected as I am by the constant desire to change everything, I may give into the demitasse, after all.

What persuaded me to think about demitasse cups in the first place was a statement made recently by one of my close friends, who said that she personally did not like our big cups for dinner coffee, but preferred a demitasse because she liked her coffee scalding hot. That, of course, sent me off onto several tangents on *her* housekeeping; she is a *very* good friend, and I would not for the world mention to her that the last time we visited there, there was no soap in the bathroom. I am terribly fond of her, but it is true that her guest room windows do not open. She is a grand girl, and if she likes her coffee in small cups at (Continued on page 103)





SUNDAY ON THE SEINE

4 PHOTOGRAPHIC IMPRESSIONS BY IRVING PENN

Sunlight, Sunday, and the Seine have long been the pleasure of the French who live not far from its banks, either in Paris or in the country. For most Americans, the sun and Seine mean the quivering, laughing, memorably caught, radiant paintings by those exploratory artists who left their studios to paint in the air—Manet and Monet, Renoir, Sisley, Pissarro, Seurat, and Morisot.



PENN

SUNDAY ON THE SEINE *continued*

In the 1870's, the Impressionist painters went to the Seine; Renoir to Argenteuil for boating parties, Monet to Giverny, and in later years, Derain and Vlaminck to Chatou. To catch again the bright and delicate repose—the delectable peace of Sunday fishing—Penn, with his telephoto lens, in 1952, wandered the river. In the same scientific search which led Seurat in the 1880's to pointillist painting, Penn, in these photographs, without Impressionist imitation, catches sunlight broken down into colour.







The Duchess, surrounded by some of the portraits she paints

H. R. H. THE DUCHESS OF KENT AND HER CHILDREN

Photographed by Cecil Beaton at Coppins, the Duchess of Kent's house outside London

When the Duchess of Kent began her married life in England as an exotic foreign beauty, gay, humourous, and somewhat of a mental tomboy, she had the training but not the experience for a difficult royal job. A woman with a strong sense of royalty, she has worked hard, enjoyed much of it, and become extremely popular in the doing. She has an almost continuous, time-consuming round of opening bazaars, visiting hospitals, heading committees, reviewing troops, inspecting miners' cottages—weather or no. With all this, she

H. R. H. THE DUCHESS OF KENT

Opposite: Photographed here in court dress.

The Duchess has been called by an exacting friend:
“one of the few people you can really call beautiful.”

carries on a chatty and voluminous private correspondence.

The daughter of Prince Nicolas of Greece and the Grand Duchess Helen of Russia (a great beauty who brought up her children on a French shoestring in Paris), the Duchess in turn became a beauty, along with her two sisters, Princess Paul of Yugoslavia and Countess Toerring-Yettenbach. Once when the three sisters stood in line at a British Embassy party in Athens, they stunned the guests with their triple beauty. All three have a sense of fashion. In the Duchess, this rather bothered the most British of the British who often prefer a discreet timelessness in the costume of their royalty. At one time, Queen Mary is supposed to have suggested that perhaps the Duchess might give up big picture hats for toques. *(Continued on following page)*



H.R.H. Princess Alexandra, sixteen years old,
the only girl among the Queen's first cousins.



The Duchess of Kent and
her daughter, Princess Alexandra

D U C H E S S O F K E N T continued

The Duchess of Kent thoroughly enjoys her family. She lives with them at Coppins, a nineteenth-century house embroidered with vines and filled with eighteenth-century and Regency furniture collected by her husband, the late Duke of Kent, who died in 1942. There she likes to paint water-colour portraits, attractive and competent, of her friends and family. (Painting has been her pleasure since childhood, a taste inherited from her father.) Her son, the seventeen-year-old Duke of Kent, first appeared as a public

figure when he accompanied his mother, last autumn, on her successful royal journey to Malaya. Princess Alexandra, a buoyant, pranky sixteen-year-old, takes much interest in horses, rides and shows them well. The youngest, eleven-year-old Prince Michael, one of whose names is Franklin, after Franklin Delano Roosevelt, is a jolly apple of a boy.

Although the Duchess is a serious woman, with a large interest in politics, she also likes movies, makes small jokes in her deep Anglo-Continental voice, and can be both royal and informal; when she visited a friend stopping in London, she went into the kitchen and boiled the tea.

CECIL BEATON

On the lawn at Coppins, the Duchess with her three children,
the Duke of Kent, Princess Alexandra, and young Prince Michael.





Layer upon layer
of Korean casualties

“AIR EVAC” FROM KOREA

BY MARGARET THAYER TALBOTT

EDITOR'S NOTE: In March, Mrs. Harold Talbott, wife of the Secretary of the Air Force, met a plane at Hickam Air Force Base, Honolulu, bringing casualties from Korea, later saw the same men at Tripler Hospital. During two world wars, Mrs. Talbott worked in hospitals in Philadelphia and New York; for nearly twenty years has been a driving force for the New York Infirmary of which she is a Vice-President.

The big plane bringing the wounded from Korea was late. “Usually we hit it on the nose,” Colonel James G. Moore, the grey-haired surgeon who is the head of Air Evac, told me, “but there seems to be some delay.” We waited in the early dawn on Honolulu’s Hickam Field with the nice young wives whom I had met a short evening or two ago, a gay Saturday nightful at an Air Force Jamboree in a Japanese Tea Garden. This morning, these same young women, neatly dressed in crisp tropical Red Cross uniforms, waited to help with the arriving casualties. While we waited for this Military Air Transport Service flight, time was filled with coffee and endless small talk. (And during all of it, I had an awful whirl of emotions—of inadequacy, of fear, I suppose, of downright heartache, and of the black and white of Korea’s war in newsreels and newspapers: “Peace is a beckoning phantom walking backwards. Over the next hill; over the next hill—always over the next hill.”)

Colonel Moore’s lovely blond wife showed me through the Red Cross Canteen. The mother of three small children, she has that expression which comes from owning a warm soul. She heads the Red Cross group of fifty-odd young women who all year meet the incoming loads of broken boys who have arrived since the Korean fighting began.

We went through Hickam “Operations,” where the patient movement procedure is mapped, organized, and planned from the Korean battlefield to San Francisco. The Director of Nurses showed me the nurses’ kits. Each nurse is equipped with three units: a small box-like trunk marked with her name and filled with every kind of medication, bandage, surgical appliance, and narcotic supply; a duffel, to hold the bed pans, urinals, restraining straps; and a third piece of equipment which holds varying sizes of oxygen masks, and is accompanied by its own tank. Used in chest-wound cases, the tank can be plugged in electrically or, in emergencies, can be hand-propelled.

We learned, in the pharmacy, of constant experiments with new techniques. I saw the latest antiseptic disposable hypodermic kits, not yet on the market. The kit is a small box, with plastic containers, which fit into the syringe and can be thrown away after use, and needles packed in sterilized tin-foil cases to eliminate boiling. I saw the “Stryker Frame,” the newest stretcher, which makes it easier for the flight nurse to turn a heavy patient, and on the long plane journeys modifies the risk of bed sores.

Suddenly alerted, we went out to the flight-line to wait as the big plane landed. A huge red

combination fire fighting-rescue engine chased it as it touched the ground in case of an accident during the landing roll. A long file of ambulances drew into position. After the plane's great doors opened and the ramp had been rolled into place, I followed Colonel Moore aboard. Ambulatory cases sat stolidly along one side. Opposite them, layer upon layer, lay soldiers, sailors, marines, and airmen, black, brown, and white.

As the photographers edged up with us, I whispered to Colonel Moore, "How can they bear to be bothered?" "Oh," he whispered back, "they enjoy it. It makes them feel important and as though the people back home *do* care. We always get the boys' permission." Flash bulbs lit up the interior.

"Here's a boy from your home town, Philly. Big smile please, Mrs. Talbott." (How can you smile? He has no eyes.)

"There's a guy from New York where you live. Big smile please, Mrs. Talbott." (How can you smile? His legs are gone.)

"Here's one from Ohio, the Secretary's state. Big smile please." But there's no hand to shake and you grin and grin and say, "Hi fella, how are you? Good trip?"

My jaw felt like concrete, my mouth wooden, asking silly questions over and over, trying to make sense. The two stalwart nurses looked small and fagged. Upon those two women had rested the entire responsibility of care for these boys from Tokyo to Honolulu. (For this rigorous duty, only the best nurses, who must sign up for a year, are chosen.) They nodded a curt "hello" and returned to checking their lists. But their handshakes were warm and friendly.

Off the ship limped the ambulatory cases, followed by a parade of stretchers. Swiftly, skillfully, they were moved by four corpsmen who had travelled with them from Tokyo, and now flowed back and forth into their positions like a silent river. As the bright Hawaiian sunlight hit the stretcher cases, it seemed to hurt their eyes, and some pulled sheets over their heads. Quickly, all the stretchers were loaded in ambulances. All traffic halted for them on the rapid ride to the hospital.

The relief of having been able to control my emotions was intense.

In transporting a total of over fifty thousand patients, Air Evac has never lost a man en route. The wounded can count on being in the U.S. sixty to seventy-two hours (weather permitting) after leaving Tokyo, the first step from Korea. From Tokyo, they hop to Midway, then to Hickam Field, where they are taken directly to Tripler Hospital for a full day's rest to break the trip and to have their wounds fully attended. They fly then to the big base hospital at Travis Air Force Base, California, and are re-routed from there to the hospital nearest their home town.

Later I went to the vast Tripler Hospital. High up in the hills, overlooking Pearl Harbor, this magnificent hospital towers above the city. From operating rooms to kitchens, nothing I have seen in



Stretcher cases
carried through
the clamshell doors
of a C-124

the medical world can touch it. In the Surgeons' Rest Room there are dictaphones so that the doctors can easily register important data on the operations they have just completed. Patients have individual radios like small round plates which fit beneath their pillows. In the cafeteria are diet-indicating cards of different colours for ambulatory patients to pick up with a tray: pink for diabetics, green for colitis, blue for ulcer patients.

After a two-hour inspection, we revisited the boys who had arrived on the plane. Now bathed, shaved, they lay in big sunswept airy wards that had been filled with flowers. (The Red Cross women brighten everything they can for these men with flowers. Native hats, woven out of green reeds, are intertwined with small orchids, then filled with cookies. Even the milk containers have flowers sticking out of them and, of course, everyone gets a lei.) The boys who could now played cards; others listened to their radios or read. For all of them, it was the last lap home.

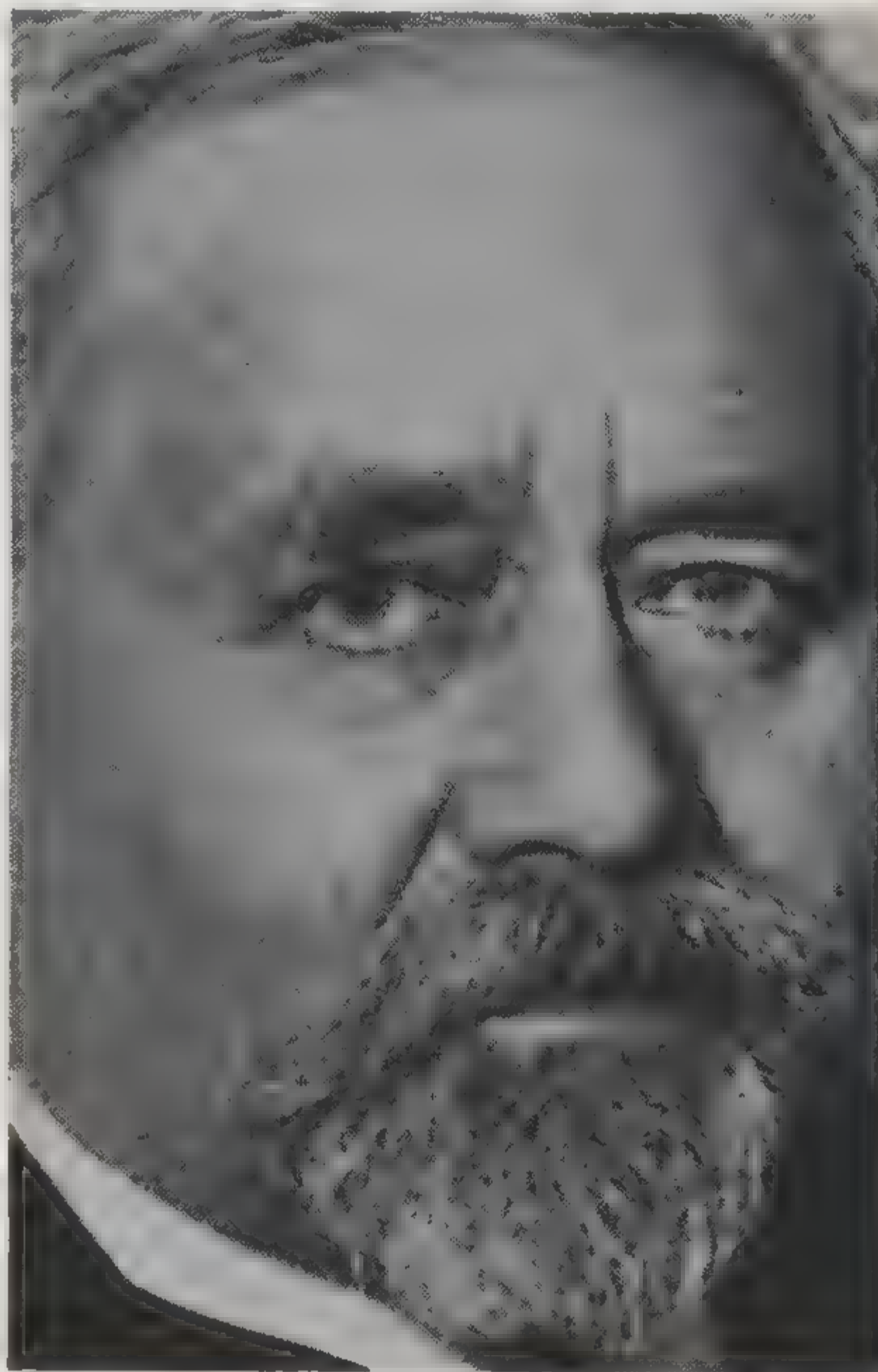
INTERNATIONAL

The names of Albert Calmette and Camille Guérin will survive in the initials BCG (Bacillus of Calmette and Guérin) known to all persons interested in the control of tuberculosis. BCG is *not* a drug, *not* a serum, and indeed it would be dangerous to use it for the treatment of disease. Its creators had greater ambitions than curing sick patients. What they tried to devise was a vaccine that would protect well persons against contracting tuberculosis.

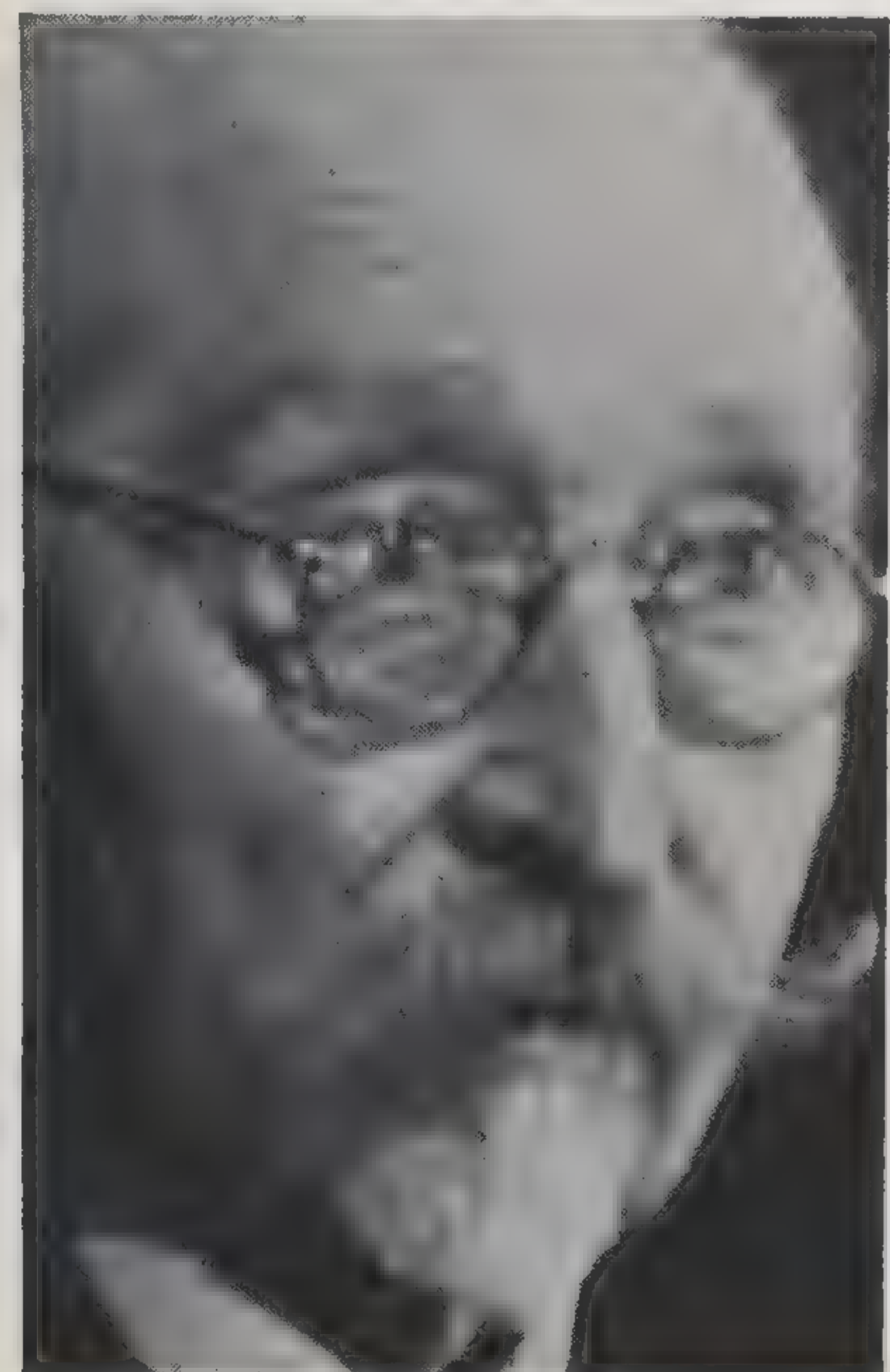
Calmette, born in 1863, was the son of a French government official. His brother, Gaston, editor of *Le Figaro*, became involved in some of the most dramatic events of French politics, of which the most dramatic occurred on March 16, 1914 when Madame Joseph Caillaux, whose husband's policy as Minister of Finance had been attacked in *Le Figaro*, shot Gaston Calmette dead. Albert Calmette started his adult life in the more peaceful occupation of physician in the Navy. But soon the genius of the family broke through the routine of official duties. The germ theory of disease was then just beginning to revolutionize medicine, and Calmette devoted himself to the new science with the intensity that characterized all his life activities. Without help and with home-made equipment he achieved such command of bacteriology that he won a position in Pasteur's own laboratories in Paris, and in rapid succession was sent to Saigon in Indo-China, then to Lille in the North of France, to organize branches of the Pasteur Institute. In Lille, the centre of an industrial area where tuberculosis was a terrible scourge, the fight against this dreaded disease became the ruling passion of his life. To it he devoted his enormous capacity for work, his charm and influence as a *grand seigneur*.

In 1882, Pasteur had shown that germs could be so modified in the laboratory that while remaining alive, they were no longer able to cause serious illness. More important was the fact that these germs—"attenuated" in Pasteur's words—could be injected into men or animals to increase resistance to disease. Calmette decided to apply Pasteur's technique to tubercu- (Continued on page 115)

The two Frenchmen
who created the famous
controversial vaccine
for tuberculosis,
Bacillus Calmette-Guérin



ALBERT CALMETTE



CAMILLE GUÉRIN

LIFE SAVERS

By René Dubos of the Rockefeller Institute,

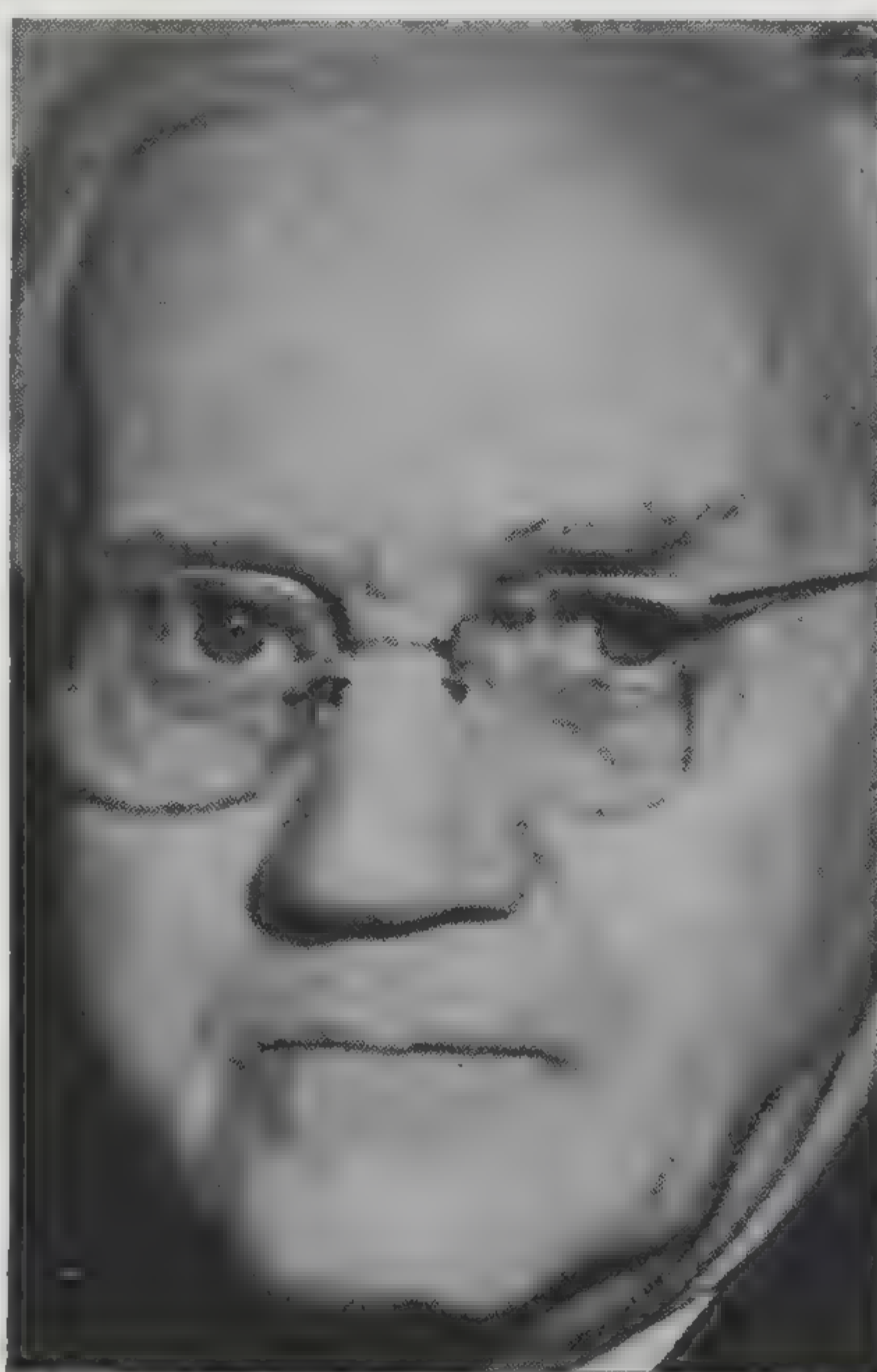
discoverer of the fundamental principle on which all recent antibiotic research rests, and co-author of *The White Plague*, a history of TB.

Sir Alexander Fleming and Sir Howard Florey are linked in the public mind through their participation in the history of penicillin. Yet, the two contrasting personalities, representing two independent phases of the work which led to the discovery and utilization of penicillin, neither worked together nor have had close social or scientific contacts. Somewhat aloof in demeanor, Fleming, a man with white silky hair, radiates through his soft voice an atmosphere of philosophical fantasy. By his vision and grasp of the possibilities of a chance observation, he contributed the initial impulse to penicillin's discovery. Florey, on the other hand, looks as though he belonged in the world of successful business, a gentlemanly but determined executive. He converted an accidental discovery into a rational doctrine with large practical applications.

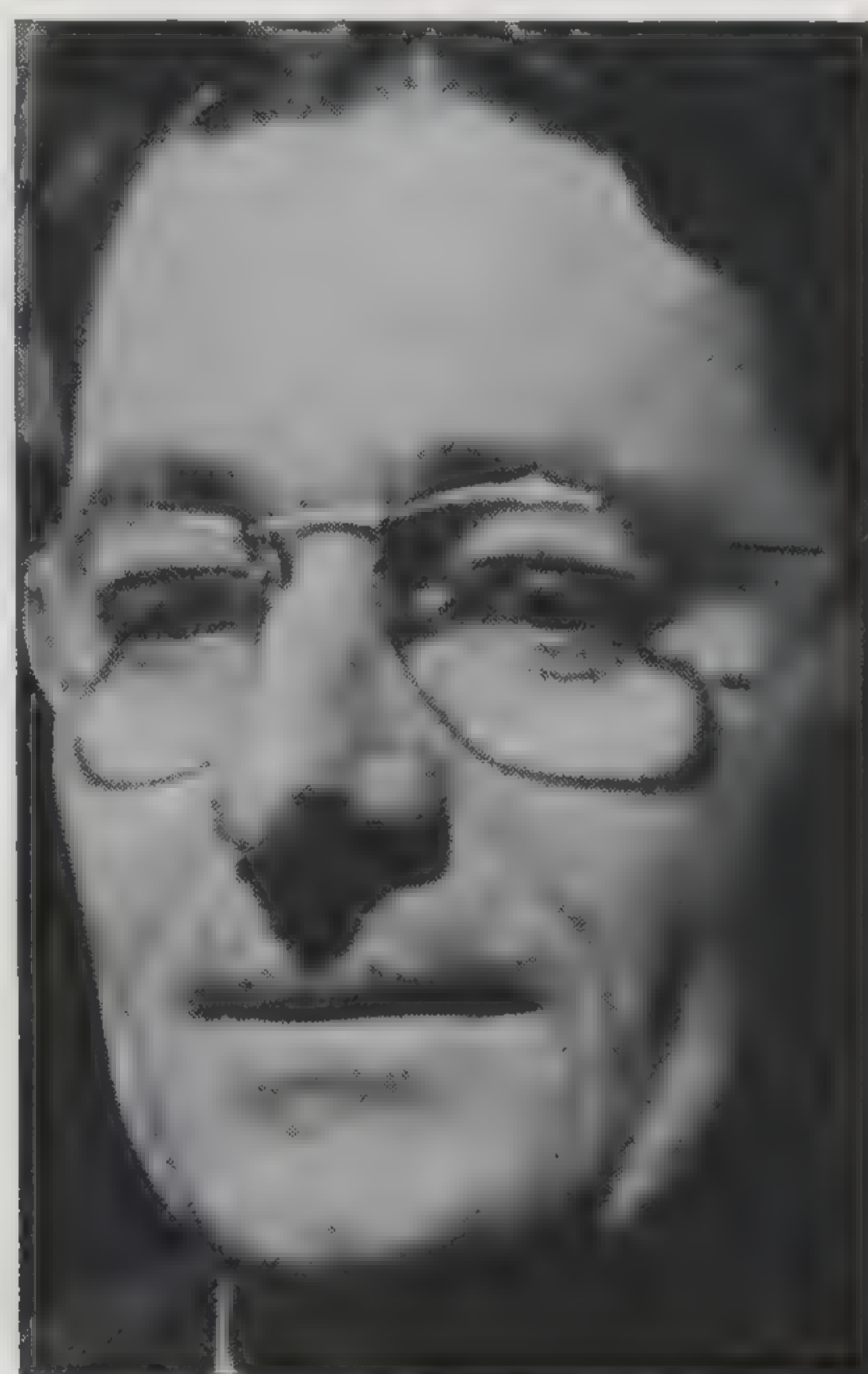
In the 1920's, Fleming—a Scot, born in 1881—was working as bacteriologist at the Saint Mary's Hospital in London. There, he was the student and close associate of Sir Almroth Wright, the celebrated physician whom G. B. Shaw used as his model in *The Doctor's Dilemma*. For years, Fleming made interesting discoveries of the kind which remain ignored by laymen—and most scientists—because not immediately fruitful of practical applications. One day he observed by chance that dust had deposited on one of the nutrient jellies which he used to cultivate staphylococci, a mould similar to that commonly seen on mouldy bread. There was nothing unusual in this accident. There was nothing unusual either in the fact that where the mould grew on the nutrient jelly, the staphylococci were killed.

Fleming was curious enough to pursue this commonplace observation. He had little difficulty in showing that this mould produced a substance which had the power of killing not only staphylococci, but also many other disease germs. Naming this substance penicillin from its Latin name, *Penicillium notatum*, he prepared enough of it in a crude form to show that it might be useful in the treatment of disease. Unfortunately, it proved difficult to produce penicillin on a large scale (Continued on page 115)

The Scotsman and
the Australian whose
independent work
led to penicillin



SIR ALEXANDER FLEMING



SIR HOWARD FLOREY



KRTZ omhe

The Valentina idea

Valentina works from the figure first—and the fashion just comes naturally. Practically no one can relate those two factions better than she—one reason why this serious and accomplished designer has a unique place in American design. People who judge her solely by her exotic first-night appearances, or the “meenk is for football” gag, would be bowled over if they saw her in the fitting room. And she *is* in the fitting room for every fitting. Her scrutiny is intense, her directions practically surgical. She has never designed anything that deforms the body (constricted waists or distended hips), for her idea is to perfect the natural figure, and to make clothes that work. This is not surprising: her first designing successes were for the theatre, beginning with *Come of Age*, in 1934, and continuing brilliantly with the costumes for (among others) *Amphitryon 38*, *Idiot's Delight*, and, this year, for the modern-dress *As You Like It* that will be part of London's Coronation excitement. Valentina has her own ideas about materials, uses a superb quality of timeless ones: antelope, poult-de-soie, crêpe, embroidered organdie, classic wools . . . and she uses them as a non-conformist. (She was the first to design an embroidered organdie winter ball dress.) She has a genius for planning clothes that work together: a coat, suit, dress, blouse, shorts, and separate skirts, that relate in colour and material, so that, as Valentina says, “the woman is all of one piece” for a season or a journey.



On this page: A suit in black summer-weight duvetine (as black as black comes).

Below: Pale-blue organdie, all shape—and embroidered in black velvet.

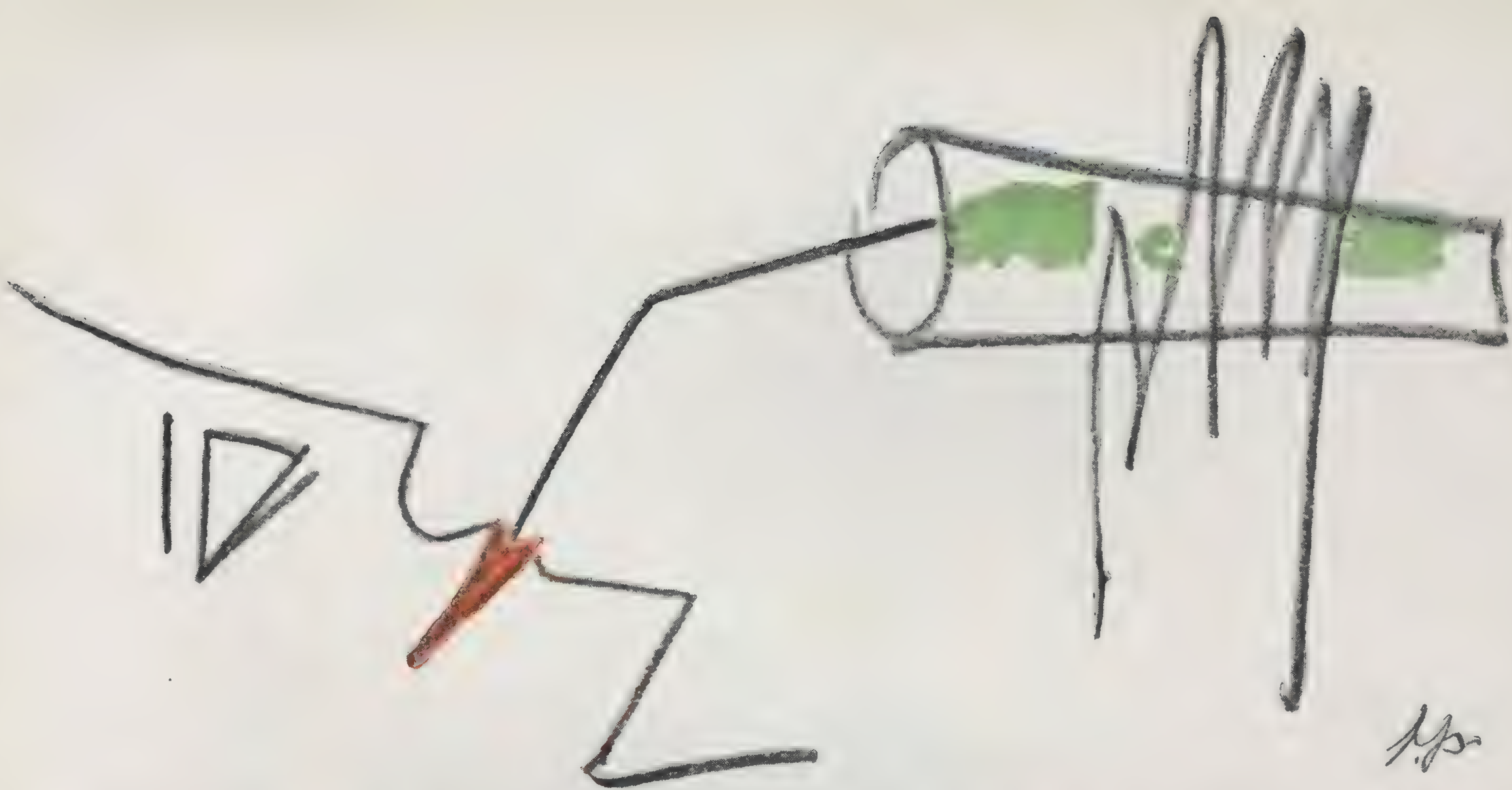
Facing page: Black cotton piqué dress shaped with two petticoats; white batiste under a strong yellow taffeta one. A natural straw hat.



The Mainbocher idea

Mainbocher is the master of understatement (understatements that can be heard across the room, and understood around the world). And when it comes to making a fashion statement in words, Mainbocher (who was once the editor of *French Vogue*) is one of the most articulate of designers. Here is what he is saying now: "There is a new appearance—and a new attitude towards clothes coming along.... As I see it, Fashion each season is finding a legitimate place for more and more different fashions... everything isn't for everybody, or for every body... choice is becoming a more important factor." Factors at Mainbocher now: Day lengths; fourteen inches. More long evening dresses than last year. Waistlines where they naturally are, but often back-dipping. Little bibs and aprons. Only one stole. Tom Thumb collars and revers. Short, shaped jackets. Light colours. *Left:* Mainbocher suit of British woolen; slim, detailed. Short-cropped jacket. *Right:* Mainbocher's new full-length "bolero" coat, with curved pleats over the bosom and non-existent shoulders.





Vogue's handbook of diets

Most women feel they would look better, slimmer. Fashion is often reproached for this preoccupation with slimness—and, as a fashion magazine, we mind not at all sharing the accusation. For doctors agree that most women's desire to be slender is a vanity that can pay off in good health and a longer life (a couple of assets we think are handy to own). Doctors say that they advise weight-reduction often; seldom know a patient who needs instructions to eat more. (It's considered wise, however, to check medical opinion before *any* diet.) So—for fashion *and* for health, here are some tasty ways to be thinner.

LIQUID DIET

Here's an idea for a week end of rest: nothing but liquid foods. No cooking, no meal-time, no energy required for preparation or digestion. Drink, instead of nibble, when you feel hungry—and keep below 1,000 calories if you want to lose a little weight in a little time. The blender, or an egg beater, whips these up to a delicious froth—gives them a satisfying but deceiving bulk. Two days of this is an excellent prologue to a regular knife-and-fork diet.

| | | |
|---|--|---|
| *TOMATO JUICE AND BOUILLON25 1/2 cupful each | BUTTERMILK AND APPLESAUCE109 1/2 cupful each | *MUSHROOMS AND MILK195 1 cupful milk, 1 cup sliced mushrooms, garlic salt, pepper |
| TOMATO JUICE AND SAUERKRAUT JUICE45 1/2 cupful each | PINEAPPLE LEMONADE109 1/2 cupful pineapple juice, 1/2 cupful lemonade | *SPINACH AND MILK203 1 cupful milk, 1/2 cupful spinach, 1/2 cupful consommé, onion salt, pepper |
| *V8 JUICE AND RAW ONION50 1 cupful V8, 1/2 teaspoonful raw onion | YOGURT AND TOMATO COCKTAIL 110 1/2 cupful each, onion salt | PRUNE JUICE AND MILK230 1/2 cupful each |
| *CLAM JUICE AND CHICKEN BOUILLON60 1/2 cupful each | GRAPEFRUIT JUICE AND PEACHES ...125 (app.) 1/2 cupful each | GRAPEFRUIT JUICE AND AVOCADO250 1 cupful grapefruit juice, 1/4 avocado |
| CRANBERRY AND ORANGE JUICE85 1/2 cupful each | ORANGE JUICE AND MILK140 1/2 cupful each | EGGNOG260 1 cupful milk, 1 egg, vanilla, 1/2 teaspoonful sugar |
| BUTTERMILK AND CARBONATED WATER88 1 cupful buttermilk, plus carbonated water | YOGURT AND CARBONATED WATER170 1 cupful yogurt, plus carbonated water | PRUNE JUICE AND LIME313 1 cupful prune juice and juice of 1/2 lime |
| BEEF JUICE AND YOGURT95 2/3 cupful beef juice, 1/3 cupful yogurt, dill | APRICOT AND APPLE JUICE180 1/2 cupful each | *AVOCADO, AND CONSOMME325 1 cupful consommé, 1/2 avocado, chives, pepper |
| TOMATO JUICE AND CLAM JUICE105 (app.) 2/3 cupful clam juice, 1/3 cupful tomato juice | PINEAPPLE JUICE AND BANANA180 1 cupful juice, 1/2 banana | |
| | STRAWBERRIES, PINEAPPLE JUICE AND MILK189 1/2 cupful each | *HOT OR COLD |



DIET X

Vogue first printed Diet X in July, 1949. And in almost every daily mail since then, we have received requests (many from doctors) for copies of it. It is still the most delicious and the most effective diet we know—so we are delighted to reprint it here. It is a plan of ten days eating to lose ten pounds; and it is rich in the protective foods and in the energy foods.

| | 1 ST DAY | 2 ND DAY | 3 RD DAY | 4 TH DAY | 5 TH DAY | 6 TH DAY | 7 TH DAY | 8 TH DAY | 9 TH DAY | 10 TH DAY |
|-----------|---|---|--|--|--|--|--|---|--|--|
| BREAKFAST | RASPBERRIES42 fresh; ½ cupful with SKIMMED MILK ...45 ½ cupful BLACK COFFEE 0 | HALF KANTALOUPE50 EGG75 poached; on a thin slice of CRISP TOAST40 BLACK COFFEE 0 | HALF GRAPEFRUIT50 CORN FLAKES50 ½ cupful with SKIMMED MILK .. 45 ½ cupful BLACK COFFEE 0 | FRESH PEACH50 EGG75 soft-boiled or poached TOAST40 thin slice, crisp BLACK COFFEE 0 | STRAWBERRIES ...52 fresh; 1 cupful with SKIMMED MILK ...45 ½ cupful GRAHAM CRACKER 35 large BLACK COFFEE 0 | RHUBARB14 fresh; stewed, without sugar, ½ cupful EGG75 poached or boiled TOAST40 thin crisp slice BLACK COFFEE ... 0 | HONEYDEW MELON50 small slice BRAN FLAKES54 ½ cupful, with SKIMMED MILK ...45 ½ cupful BLACK COFFEE ... 0 | PINEAPPLE CUBES 31 fresh; ½ cupful EGG75 poached, on TOAST40 1 thin, crisp slice BLACK COFFEE 0 | HALF GRAPEFRUIT 50 PUFFED RICE58 or WHEAT58 1 cupful, with SKIMMED MILK ...45 ½ cupful BLACK COFFEE 0 | STRAWBERRIES and RHUBARB 66 cooked together without sugar— 1 cupful strawberries, ½ cupful rhubarb EGG75 poached or boiled TOAST40 1 thin, crisp slice BLACK COFFEE 0 |
| LUNCH | BLUEFISH102 broiled, with chopped parsley ASPARAGUS 20 8 stalks, with lemon CABBAGE14 shredded; ½ cupful vinegar dressing SKIMMED MILK .. 90 1 glass WATERMELON71 small slice | LOBSTER MEAT ..108 flaked; 1 cupful TOMATO SAUCE .. 25 1 tablespoonful KALE or SPINACH 26 ½ cupful, cooked CELERY 2 stalks and ENDIVE 15 1 stalk SKIMMED MILK .. 45 ½ glass ORANGE SLICES .. 75 broiled | LIVER135 pan-broiled; average serving, with ONION SLICES ... 28 ZUCCHINI or SUMMER SQUASH 36 with 2 teaspoonfuls grated Parmesan cheese STRAWBERRIES .. 26 fresh; ½ cupful SKIMMED MILK .. 45 ½ glass (can be used on berries) | CHICKEN128 lean meat of ½ broiler ASPARAGUS 20 8 stalks, with lemon CAULIFLOWER ... 16 WHOLE RAW CUCUMBER 7 eat out of hand, or sliced and soaked in diluted vinegar SKIMMED MILK .. 90 1 glass | SHRIMP COCKTAIL 35 4 shrimps on lettuce leaves TOMATO SAUCE .. 25 1 tablespoonful LOBSTER108 whole, broiled (medium size) GREEN or WAX BEANS ... 20 ½ cupful WATER CRESS ... 3 SKIMMED MILK .. 90 1 glass | HADDOCK118 steamed; with chopped chives BEET GREENS ... 32 cooked; ½ cupful SALAD 60 small mound of cottage cheese on fresh pineapple slice SKIMMED MILK .. 90 1 glass | CRABMEAT66 ½ cupful, with TOMATO SAUCE ..25 1 tablespoonful CELERY 5 stewed; ½ cupful SHREDDED CABBAGE14 ½ cupful SKIMMED MILK ...90 1 glass | MEAT PATTIES ...103 broiled; lean, ground round steak; 2 small SUMMER SQUASH 16 ½ cupful TOMATO 23 fresh; quartered SKIMMED MILK... 90 1 glass | SCALLOPS102 15; steamed, with lemon GREEN BEANS ... 20 ½ cupful BOILED CABBAGE 25 ½ cupful LETTUCE 40 whole head, quartered, with diluted vinegar or lemon juice SKIMMED MILK ... 90 1 glass | VEAL CUTLET114 broiled, not breaded CAULIFLOWER ... 16 ½ cupful SPINACH 12 ½ cupful ASPIC SALAD 60 plain gelatine with finely chopped chicory, carrot, green pepper, celery, chives, tomato SKIMMED MILK .. 90 1 glass |
| DINNER | LAMB CHOPS192 2; fat cut away MUSHROOMS 2 ½ cupful GREEN SALAD ...110 half head lettuce chopped chives green pepper cubes water cress half cucumber sliced fresh tomato crumbled Roquefort cheese, 1 inch square, vinegar or lemon juice, salt BAKED PEACH ... 50 1, medium BLACK COFFEE or TEA 0 | SIRLOIN STEAK ..200 broiled; fat cut away BABY CARROTS ... 30 steamed; sprinkled with chives TOMATO 23 fresh; peeled; to be eaten raw, with salt CUSTARD CUP 70 boiled; made with skimmed milk, no sugar BLACK COFFEE or TEA 0 | MEAT PATTIES ...183 broiled; 2 small (3½ oz., lean ground round steak) TOMATO 70 stuffed with uncreamed cottage cheese, mixed with chopped green pepper, carrot, chives WHIPPED GELATINE 75 with added fruit juice BLACK COFFEE or TEA 0 | ROAST BEEF200 generous serving, fat trimmed BROCCOLI 28 ½ cupful SALAD 60 aspic, plain gelatine with finely chopped fresh greens, tomato, celery, shredded cabbage, pimiento, green pepper ORANGE SLICES .. 75 garnished with chopped mint BLACK COFFEE or TEA 0 | COLD SALMON ...200 fresh; average serving, with lemon BRUSSELS SPROUTS 23 ½ cupful SALAD 40 half head of lettuce, cucumber, ½ tomato, teaspoonful lemon juice HALF GRAPEFRUIT 50 broiled BLACK COFFEE or TEA 0 | CONSOMMÉ 17 ½ cupful TURKEY192 white or dark— or thigh of roast chicken; average serving TOMATOES 30 fresh; stewed ½ cupful CELERY and CARROT STRIPS .. 25 MELON BALLS 50 with lemon juice and chopped mint BLACK COFFEE or TEA 0 | TENDERLOIN STEAK225 lean, broiled MUSHROOMS 2 ½ cupful ONIONS 28 boiled; 5 small onions BABY CARROTS .. 30 steamed; with chopped parsley, ½ cupful SALAD 40 whole tomato and half cucumber, sliced on lettuce hearts; vinegar HALF PEAR 75 soaked in orange juice BLACK COFFEE or TEA 0 | ROAST CHICKEN ..161 ½ breast ASPARAGUS 34 6 stalks, with 2 teaspoonfuls grated cheese CAULIFLOWER ... 16 ½ cupful ENDIVE 10 crisp stalks; raw SLICED FRESH PEACH with CURRANTS 75 BLACK COFFEE or TEA 0 | LEG OF LAMB....202 roasted; average serving MINT SAUCE 10 1 tablespoonful BROCCOLI 28 ½ cupful EGGPLANT 28 cubed; 1 cupful CELERY 10 2 stalks FRESH PINEAPPLE and RASPBERRIES 53 ½ cupful pineapple cubes, ¼ cupful raspberries BLACK COFFEE or TEA 0 | CLAMS 47 6 medium CODFISH STEAK ..101 steamed; 4 oz. SUMMER SQUASH.. 16 ½ cupful SLICED TOMATO .. 23 WATERMELON 71 small slice BLACK COFFEE or TEA 0 |
| | DAILY CALORIES 738 | 782 | 743 | 789 | 726 | 743 | 749 | 754 | 761 | 731 |



DIET X (-\$)

Here, we re-design Diet X to save \$\$\$\$\$ for Vogue's Young Nillionaire. This has less-expensive proteins substituted for the most expensive cuts of meat.

| | 1 ST DAY | 2 ND DAY | 3 RD DAY | 4 TH DAY | 5 TH DAY | 6 TH DAY | 7 TH DAY | 8 TH DAY | 9 TH DAY | 10 TH DAY |
|-----------|---|--|--|---|--|---|--|---|--|--|
| BREAKFAST | RASPBERRIES42 fresh; 1/2 cupful with SKIMMED MILK ...45 1/2 cupful BLACK COFFEE 0 | HALF CANTALOUPE50 EGG75 poached; on a thin slice of CRISP TOAST40 BLACK COFFEE 0 | HALF GRAPEFRUIT50 CORN FLAKES50 1/2 cupful with SKIMMED MILK .. 45 1/2 cupful BLACK COFFEE 0 | FRESH PEACH50 EGG75 soft-boiled or poached TOAST40 thin slice, crisp BLACK COFFEE 0 | STRAWBERRIES ...52 fresh; 1 cupful with SKIMMED MILK ...45 1/2 cupful GRAHAM CRACKER 35 large BLACK COFFEE 0 | RHUBARB14 fresh; stewed, without sugar, 1/2 cupful EGG75 poached or boiled TOAST40 thin crisp slice BLACK COFFEE ... 0 | ORANGE SLICES .. 75 with lemon juice BRAN FLAKES54 1/2 cupful, with SKIMMED MILK ...45 1/2 cupful BLACK COFFEE ... 0 | TANGERINE 35 one EGG75 poached, on TOAST40 1 thin crisp slice BLACK COFFEE 0 | HALF GRAPEFRUIT 50 PUFFED RICE58 or WHEAT58 1 cupful, with SKIMMED MILK ...45 1/2 cupful BLACK COFFEE 0 | STRAWBERRIES and RHUBARB 66 cooked together without sugar— 1 cupful strawberries, 1/2 cupful rhubarb EGG75 poached or boiled TOAST40 1 thin, crisp slice BLACK COFFEE 0 |
| LUNCH | LENTIL SOUP230 with 1/2 frankfurter, sliced GREEN SALAD ...110 half head lettuce chopped chives green pepper cubes water cross half cucumber sliced fresh tomato crumbled Roquefort cheese, 1 inch sq., vinegar or lemon juice, salt SKIMMED MILK .. 90 1 glass WATERMELON71. small slice | MUSHROOMS 8 1/2 pound; steamed in consommé KALE or SPINACH 26 1/2 cupful, cooked COTTAGE CHEESE . 60 1/4 cupful ORANGE SLICES .. 75 broiled | LIVER135 pan-broiled; average serving, with ONION SLICES ... 28 ZUCCHINI or SUMMER SQUASH 36 with 2 teaspoonfuls grated Parmesan cheese STRAWBERRIES .. 26 fresh; 1/2 cupful SKIMMED MILK .. 45 1/2 glass (can be used on berries) | KIDNEY BEAN AND ONION RING SALAD150 1/2 cupful ASPARAGUS 20 8 stalks, with lemon WHOLE RAW CUCUMBER 7 eat out of hand, or sliced and soaked in diluted vinegar SKIMMED MILK .. 90 1 glass | SHRIMP COCKTAIL 35 4 shrimps on lettuce leaves TOMATO SAUCE .. 25 1 tablespoonful OMELETTE FINES HERBES ...155 2 eggs, chopped parsley, chives, water cress, chervil, basil GREEN or WAX BEANS ... 20 1/2 cupful SKIMMED MILK .. 90 1 glass | HADDOCK118 steamed; average serving, with chopped chives BEET GREENS ... 32 cooked; 1/2 cupful SALAD 85 small mound of cottage cheese on fresh pineapple slice SKIMMED MILK .. 90 1 glass | CRUNCHY EGGS ...160 scrambled with minced raw onion CELERY 5 stewed; 2/3 cupful SHREDDED CABBAGE14 1/2 cupful SKIMMED MILK ...45 1/2 glass | MEAT PATTIES ...183 broiled; lean ground round steak; 2 small SUMMER SQUASH 16 3/5 cupful TOMATO 23 fresh; quartered SKIMMED MILK... 90 1 glass | PEA SOUP240 1 cupful LETTUCE 40 whole head, quartered, with diluted vinegar or lemon juice STUFFED EGG 80 SKIMMED MILK ...45 1/2 glass | VEAL CUTLET114 broiled, not breaded; average serving CAULIFLOWER 16 1/2 cupful SPINACH 12 1/2 cupful ASPIC SALAD 60 plain gelatine with finely chopped chicory, carrot, green pepper, celery, chives, tomato SKIMMED MILK .. 90 1 glass |
| DINNER | BLUEFISH102 broiled; average serving, with chopped parsley ASPARAGUS 20 8 stalks, with lemon CABBAGE14 shredded; 1/2 cupful vinegar dressing BAKED PEACH 50 1, medium BLACK COFFEE or TEA 0 | KIDNEY BEAN CASSEROLE300 1 cupful: canned kidney beans, cooked with leeks, dried- out bacon, and red wine BABY CARROTS ... 30 steamed; sprinkled with chives TOMATO 23 fresh; poaled; to be eaten raw, with salt CELERY 2 stalks and ENDIVE 15 1 stalk CUSTARD CUP70 boiled; made with skimmed milk, no sugar BLACK COFFEE or TEA 0 | MEAT PATTIES ...183 broiled; 2 small (3 1/2 oz., lean ground round steak) TOMATO 70 stuffed with uncreamed cottage cheese, mixed with chopped green pepper, carrot, chives WHIPPED GELATINE75 with added fruit juice BLACK COFFEE or TEA 0 | FISH MOUSSE150 1 cupful BROCCOLI 28 1/2 cupful SALAD 60 aspic, plain gelatine with finely chopped fresh greens, tomato, celery, shredded cabbage, pimiento, green pepper ORANGE SLICES .. 75 garnished with chopped mint BLACK COFFEE or TEA 0 | COLD SALMON ...200 fresh; average serving, with lemon BRUSSELS SPROUTS 23 3/5 cupful SALAD 40 half head of lettuce, cucumber, 1/2 tomato, teaspoonful lemon juice HALF GRAPEFRUIT 50 broiled BLACK COFFEE or TEA 0 | CONSOMME 17 1/2 cupful PORK CHOP150 trimmed, baked in pineapple juice with sliced green peppers TOMATOES 30 fresh; stewed 1/2 cupful CELERY and CARROT STRIPS .. 25 MELON BALLS50 with lemon juice and chopped mint BLACK COFFEE or TEA 0 | FISH TIMBALES ...250 1 cupful MUSHROOMS 2 1/2 cupful BABY CARROTS .. 30 steamed; with chopped parsley; 1/2 cupful SALAD 40 whole tomato and half cucumber, sliced on lettuce hearts; vinegar HALF PEAR75 soaked in orange juice BLACK COFFEE or TEA 0 | ROAST CHICKEN ...161 1/2 breast ASPARAGUS 34 6 stalks, with 2 teaspoonfuls grated cheese CAULIFLOWER ... 16 1/2 cupful ENDIVE 10 crisp stalks; raw SLICED FRESH PEACH with CURRANTS75 BLACK COFFEE or TEA 0 | SCALLOPS102 average serving BROCCOLI 28 1/2 cupful EGGPLANT 28 cubed; 1 cupful CELERY 10 2 stalks FRESH PINEAPPLE and RASPBERRIES 53 1/2 cupful pineapple cubes, 1/2 cupful raspberries BLACK COFFEE or TEA 0 | CLAMS 47 6 medium CODFISH STEAK ..101 steamed; 4 oz. SUMMER SQUASH.. 16 3/5 cupful SLICED TOMATO .. 23 small slice WATERMELON71 small slice BLACK COFFEE or TEA 0 |
| | DAILY CALORIES 774 | 772 | 743 | 745 | 770 | 726 | 795 | 758 | 779 | 731 |



DIET X (+ DESSERT)

Diet X plus the reward of one real dessert in each diet day. For anyone who, before this, has found an insistent sweet tooth a diet-wrecker.

| | 1 ST DAY | 2 ND DAY | 3 RD DAY | 4 TH DAY | 5 TH DAY | 6 TH DAY | 7 TH DAY | 8 TH DAY | 9 TH DAY | 10 TH DAY |
|-----------|--|---|---|--|--|--|--|--|--|---|
| BREAKFAST | RASPBERRIES42 fresh; 1/2 cupful with SKIMMED MILK ...45 1/2 cupful BLACK COFFEE 0 | HALF CANTALOUPE50 EGG75 poached, on a thin slice of CRISP TOAST40 BLACK COFFEE 0 | HALF GRAPEFRUIT50 CORN FLAKES50 1/2 cupful with SKIMMED MILK .. 45 1/2 cupful BLACK COFFEE 0 | FRESH PEACH50 EGG75 soft-boiled or poached TOAST40 thin slice, crisp BLACK COFFEE 0 | STRAWBERRIES ...52 fresh; 1 cupful with SKIMMED MILK ...45 1/2 cupful GRAHAM CRACKER 35 large BLACK COFFEE 0 | RHUBARB14 fresh; stewed, without sugar, 2/3 cupful EGG75 poached or boiled TOAST40 thin crisp slice BLACK COFFEE 0 | HONEYDEW MELON50 small slice BRAN FLAKES54 1/2 cupful, with SKIMMED MILK ...45 1/2 cupful BLACK COFFEE 0 | PINEAPPLE CUBES 31 fresh; 1/2 cupful EGG75 poached, on TOAST40 1 thin crisp slice BLACK COFFEE 0 | HALF GRAPEFRUIT 50 PUFFED RICE58 or WHEAT58 1 cupful, with SKIMMED MILK ...45 1/2 cupful BLACK COFFEE 0 | STRAWBERRIES and RHUBARB 66 cooked together without sugar— 1 cupful strawberries, 2/3 cupful rhubarb EGG75 poached or boiled TOAST40 1 thin, crisp slice BLACK COFFEE 0 |
| LUNCH | BLUEFISH102 broiled, with chopped parsley ASPARAGUS 20 8 stalks, with lemon CABBAGE14 shredded; 1/2 cupful vinegar dressing SKIMMED MILK .. 45 1/2 glass WATERMELON71 small slice | LOBSTER MEAT ...108 flaked; 1 cupful TOMATO SAUCE .. 25 1 tablespoonful KALE 26 or SPINACH 26 1/2 cupful, cooked CELERY 2 stalks and ENDIVE 15 1 stalk SKIMMED MILK .. 45 1/2 glass ORANGE SLICES .. 75 broiled | LIVER135 pan-broiled; average serving, with ONION SLICES ... 28 ZUCCHINI or SUMMER SQUASH 36 with 2 teaspoonfuls grated Parmesan cheese STRAWBERRIES .. 26 fresh; 1/2 cupful | CHICKEN128 lean meat of 1/2 broiler ASPARAGUS 20 8 stalks, with lemon CAULIFLOWER ... 16 WHOLE RAW CUCUMBER 7 eat out of hand, or sliced and soaked in diluted vinegar SKIMMED MILK .. 45 1/2 glass | SHRIMP COCKTAIL 35 4 shrimps on lettuce leaves TOMATO SAUCE .. 25 1 tablespoonful LOBSTER108 whole, broiled (medium size) GREEN or WAX BEANS ... 20 1/2 cupful WATER CRESS ... 3 SKIMMED MILK .. 45 1/2 glass | HADDOCK118 steamed; with chopped chives BEET GREENS ... 32 cooked; 1/2 cupful SALAD60 small mound of cottage cheese on fresh pineapple slice SKIMMED MILK .. 45 1/2 glass | CRABMEAT66 1/2 cupful, with TOMATO SAUCE .. 25 1 tablespoonful CELERY 5 stewed; 2/3 cupful SHREDDED CABBAGE14 1/2 cupful SKIMMED MILK ...45 1/2 glass | MEAT PATTIES ...183 broiled; lean, ground round steak; 2 small SUMMER SQUASH 16 2/3 cupful TOMATO 23 fresh; quartered SKIMMED MILK .. 45 1/2 glass | SCALLOPS102 15; steamed, with lemon GREEN BEANS ... 20 1/2 cupful BOILED CABBAGE 25 2/4 cupful LETTUCE 40 whole head, quartered, with diluted vinegar or lemon juice | VEAL CUTLET ...114 broiled, not breaded CAULIFLOWER ... 16 1/2 cupful SPINACH 12 1/2 cupful ASPIC SALAD 60 plain gelatine with finely chopped chicory, carrot, green pepper, celery, chives, tomato SKIMMED MILK .. 45 1/2 glass |
| DINNER | LAMB CHOPS192 2; fat cut away MUSHROOMS 2 1/2 cupful GREEN SALAD ...110 half head lettuce chopped chives green pepper cubes water cress half cucumber sliced fresh tomato crumbled Roquefort cheese, 1 inch sq., vinegar or lemon juice, salt ANGEL CAKE 150 average slice BLACK COFFEE or TEA 0 | SIRLOIN STEAK ...200 broiled; fat cut away BABY CARROTS ... 30 steamed; sprinkled with chives TOMATO 23 fresh; peeled; to be eaten raw, with salt LEMON SOUFFLE...100 1/2 cupful BLACK COFFEE or TEA 0 | MEAT PATTIES ...183 broiled; 2 small (3 1/2 oz., lean ground round steak) TOMATO 70 stuffed with uncreamed cottage cheese, mixed with chopped green pepper, carrot, chives FLOATING ISLAND 150 1/2 cupful BLACK COFFEE or TEA 0 | ROAST BEEF200 generous serving, fat trimmed BROCCOLI 28 1/2 cupful SALAD 60 aspic, plain gelatine with finely chopped fresh greens, tomato, celery, shredded cabbage, pimiento, green pepper SHERBET160 1/2 cupful in 1/2 cantaloupe BLACK COFFEE or TEA 0 | COLD SALMON ...200 fresh; average serving, with lemon BRUSSELS SPROUTS 23 2/3 cupful SALAD 40 half head of lettuce, cucumber, 1/2 tomato, teaspoonful lemon juice PINEAPPLE SPONGE125 1/2 cupful broiled BLACK COFFEE or TEA 0 | CONSOMMÉ 17 1/2 cupful TURKEY192 white or dark— or thigh of roast chicken; average serving TOMATOES 30 fresh; stewed 1/2 cupful CELERY and CARROT STRIPS .. 25 RASPBERRY SHERBET110 1/2 cupful BLACK COFFEE or TEA 0 | TENDERLOIN STEAK225 lean, broiled MUSHROOMS 2 1/2 cupful ONIONS 28 broiled; 5 small onions BABY CARROTS ... 30 steamed; with chopped parsley, 1/2 cupful SALAD 40 whole tomato and half cucumber, sliced on lettuce hearts; vinegar FRUIT WHIP100 1/2 cupful BLACK COFFEE or TEA 0 | ROAST CHICKEN ...161 1/2 breast ASPARAGUS 34 6 stalks, with 2 teaspoonfuls grated cheese CAULIFLOWER ... 16 1/2 cupful ENDIVE 10 crisp stalks; raw VANILLA ICE CREAM100 1/2 cupful with STEWED CHERRIES 25 1/4 cupful BLACK COFFEE or TEA 0 | LEG OF LAMB.....202 roasted; average serving MINT SAUCE 10 1 tablespoonful BROCCOLI 28 1/2 cupful EGGPLANT 28 cubed; 1 cupful CELERY 10 2 stalks CARMEL CUSTARD150 1/2 cupful BLACK COFFEE or TEA 0 | CLAMS 47 6 medium CODFISH STEAK ...10 steamed; 4 oz. SUMMER SQUASH.. 16 2/3 cupful SLICED TOMATO .. 23 CHOCOLATE ECLAIR150 small BLACK COFFEE or TEA 0 |
| | DAILY CALORIES 793 | 712 | 773 | 829 | 756 | 758 | 729 | 759 | 768 | 765 |



Tiered organdie, via Paris. Young long evening dress—Lanvin-Castillo's tiers of white organdie, interrupted near the hem by one almond-green tier; wrapped with an almond-green velvet and white organdie stole. In America, at Wanamaker's, Philadelphia.

Facing page: From Dior's world of gauzy flower prints, this rose-printed chiffon; melting into its own rose-pink silk coat, lined with the print. Undoubtedly one of the most beautiful of all the new print-dresses-with-their-own-coats—and one that can be worn to a ball. At the openings, Dior added, purely for theatre, his now-famous rose turban; called the whole costume "Rose Pompon"—a name he includes, like a good-luck symbol, in every collection. In America: dress and hat at Bergdorf Goodman; whole costume at Wanamaker's, Philadelphia.

Printed gauze, via Paris.





RAWLINGS



Mrs. James Stewart;

HER KIND OF CLOTHES

Gloria Hatrick Stewart, the wife of the actor James Stewart, is refreshingly handsome, with green eyes, clearly marked brows, and loosely-combed, bright brown hair. She looks, in casual clothes, the way most people hope they will look in casual clothes. They suit her, and because they do, she skips the whole category of "dressy" clothes ("On me," she says, "one bow always looks like six.") that lie between the casual and the full-evening. Incidentally, she looks, in the latter, startlingly beautiful. The Stewarts live in Beverly Hills, swim, play golf; are avid, perpetually-hungry readers. They stay at home a good deal for four excellent reasons: two sons, and the new Stewart twin girls. *Above:* Mrs. Stewart wearing a barely-sleeved cardigan; tubular skirt (cut the same fore and aft), and a huge stole, all of Kharafleece, a blend of worsted, Vicara, and nylon; by Jantzen. At Best's; Rich's, Atlanta. *Facing page:* Mrs. Stewart wearing a cotton broadcloth shirt ("a shirt is my monogram") by Haymaker; the white ribbed knit cardigan by Rosanna. White leather belt, by Vogue Belt Company. All at Altman; Joseph Magnin.



Mrs. Douglas MacArthur

HER KIND OF CLOTHES

Above and right, three of the fashions chosen by Mrs. Douglas MacArthur, wife of the General, for her spring-through-summer wardrobe—perfect instances of a fine philosophy of dress at work. Like all such philosophies, Mrs. MacArthur's is based on these four prime considerations: first, the kind of life she leads (busy); second, the kind of person she is (feminine, and five-feet-two); third, the current fashion; and fourth, her personal preferences. Aid and abettor in all this: her naturally good figure.



Mrs. MacArthur's special gift: keeping her sense of self about her when shopping. She always chooses tiny, head-hugging caps because she feels that any bigger a hat overpowers her. Looks at every neckline with pearls in mind; she loves pearls, and owns several strings in graduated lengths. Is convinced that the opera pump is her best shoe, and wears pumps with everything.

Her fashion attitude? The new line seems made for her, soft simplicity being something she insists on. And, although black has long been her favourite, sensing the trend to pale colours, she has now added grey, white, and a mauve-pink to her wardrobe.

Facing page: The white chiffon dinner dress Mrs. MacArthur bought this spring, its shirtwaist top (her dresses are never décolleté) chalk-embroidered.

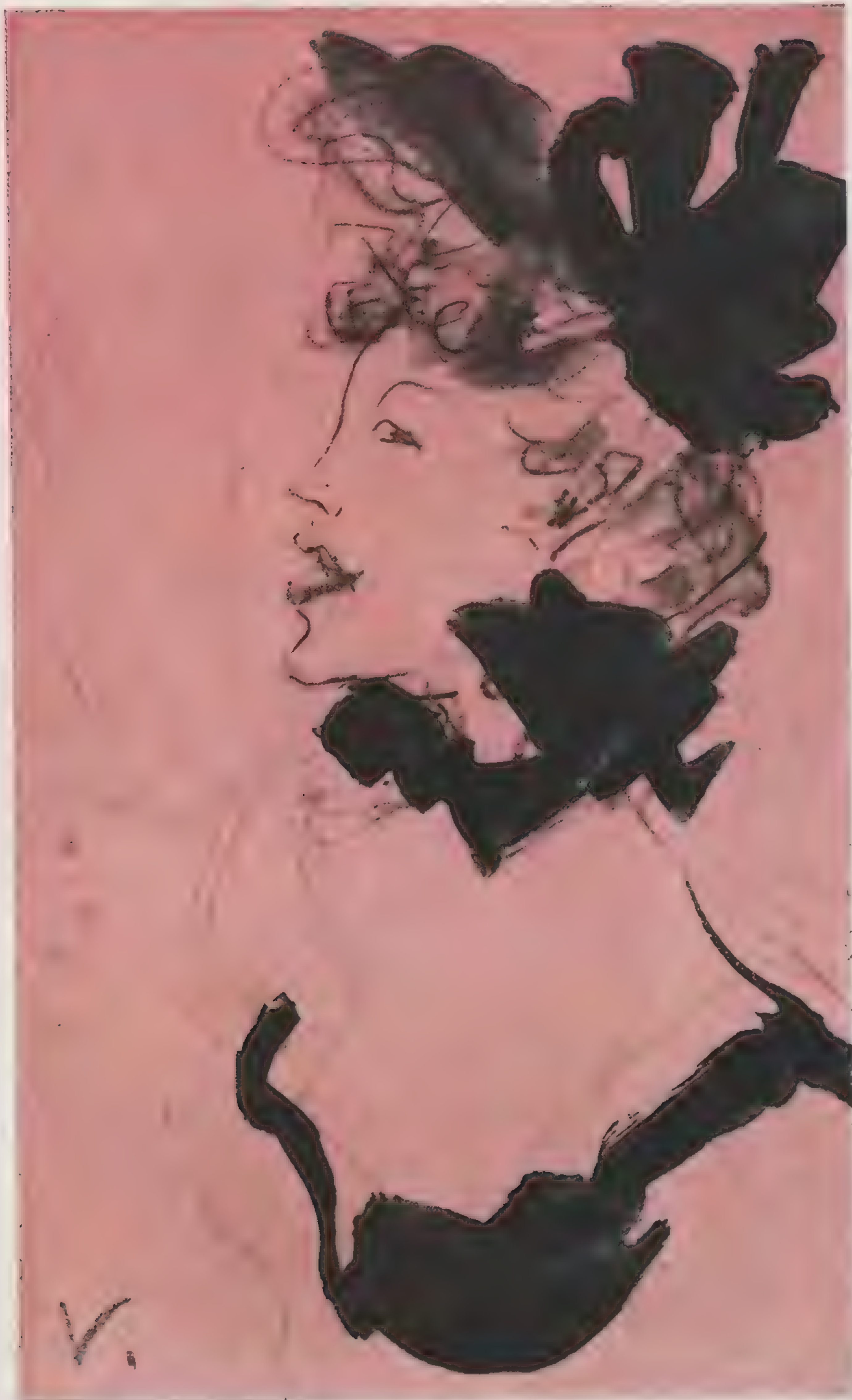
Directly above: A lace-touched dress of dotted steel-grey shantung, shown minus its black faille print-lined coat—a long-coat costume, a top fashion, and Mrs. MacArthur's daytime choice.

Right: Mrs. MacArthur's choice for little evenings—a pleated black silk chiffon coat dress; because she must make several changes in the course of a busy day, many of her dresses open like coats.



“CAN-CAN,”

COLE PORTER'S NEW MUSICAL



Lilo, its French star,
making her first American appearance.

Can-Can, a free-rolling musical comedy in which the girls of Montmartre dance the can-can in court before three red-robed judges, has an impudent new star, Lilo. This small blond French knock-about comedienne, who batters all comers to hold the stage, acts, makes faces, and sings with a vibrant enchantment in an edgy street voice with a thick band of brass in it. (Cole Porter has coached her to sing his witty twisting lyrics, each English syllable completely understandable.) Although *Can-Can* is set in Montmartre in 1893, among the artists—"the girls and their ungente gentlemen friends," as Abe Burrows, who wrote the book and then directed it, has explained in his tug-boat voice, there is *no* suggestion of Toulouse-Lautrec. To Mr. Porter the song hits may well be: *C'est Magnifique*; "It's All Right with Me"; and *Allez-Vous-En*. His private pets, however, are "I Am in Love" and "Never Give Anything Away."

Note: These drawings, by Marcel Vertès who designed the extravagantly beautiful costumes for the film *Moulin Rouge*.

Veritas



PEOPLE ARE TALKING ABOUT...

PEOPLE ARE TALKING ABOUT... Line storms of progressivism and conservatism sweeping across Washington Republicans. . . . The watch over the new Soviet regime, like sitting up with an ill patient for signs of crisis. . . . The pleasures of harking back to the extravagant eccentricities of the Mizners in the new book, *The Legendary Mizners*, by Alva Johnston who mentions a European promoter who "had just made the discovery that there was a whole sex composed entirely of women." . . . Idiot's delight: watching tv wrestling matches, with the sound turned off, to the tune of any popular song record.

PEOPLE ARE TALKING ABOUT... The rich chowder of life in Catfish Row, the restless, wriggling brilliance of the new production of *Porgy and Bess* in which Gershwin's connecting tissue music seems fresh and unheard before, the ruined beauty of Wolfgang Roth's set, and the inspired subtleties of Robert Breen's direction. . . . The cheap nonsense of the over-exploited novel, *Prince Bart*. . . . The revival of the verb "palter," meaning to trick, to haggle, to equivocate. . . . The corkscrew turn to the parent questions ("Where are you going?" with its normal adolescent answer, "Out.") : "You know, you're a big mother, now."

PEOPLE ARE TALKING ABOUT... Leslie Caron, oddly attractive in a woebegone way, in that delicate movie, *Lili*, which is so pleasing that most other musicals seem now too brawny and peasanty. . . . The skill of the Thomas Phipps original tv plays (one of the best recently, "The Rumor") The inclusion of four-year-old Prince Charlie in the lists of the Best Dressed Men because he wears a fawn-stalker cap (the cap appeared in *Vogue*, December, 1952).

PEOPLE ARE TALKING ABOUT... The fresh experience of the paintings by Nicolas de Staël who, eliminating all details in his scenes and his flower paintings, leaves only the forms made by colour—colour sometimes splashingly brilliant, sometimes grey, blue, yellowy sand, soft to the eyes. . . . The garrulous but dreary competence of the novel, *The Corpus of Joe Bailey*. . . . The charm of Walter Slezak as an embezzler in the sunlit comedy, *My 3 Angels*.

PEOPLE ARE TALKING ABOUT... The ravishing quality of the Budapest Quartette playing Beethoven on three LP records. . . . Clever young ones who have volunteered to answer the snow of mail from would-be friends in ninety-three countries, and the need for more American letter-writers; the International Friendship League, 40 Mount Vernon Street, Boston, processes as many as five thousand letters a day, has only one correspondent here for every three abroad. . . . American private capital (six billion dollars in 1952) invested in Canada's boom. . . . *People, Places, and Books*, Gilbert Highet's new book (made up of his radio talks) which fortunately has his amusing discourse on the invaluable *Modern English Usage* by the eccentric Henry Fowler whom his pupils called "Joey Stinker," and who felt "that a badly constructed sentence meant a badly formed thought, a truth ill conceived."

MRS. LEOPOLD STOKOWSKI

Mrs. Stokowski, the former Gloria Vanderbilt, and the wife of the famous conductor, has a strange beauty, slanting eyes—and an entirely new look since she cropped her famous long black hair to a short scalloped coiffure.

She is the mother of two small sons; a painter—holding her first professional exhibition in May; and among other activities is working for the Moonlight Mist Ball, to be given April 30th by Princess Gourielli, for the benefit of the New York Cancer Committee. Here, she wears a dotted silk foulard dress, with a lifting collar, designed by Leslie Morris, at Bergdorf Goodman.



Poets among us



ROBERT LOWELL, *left*, inspired the critic Randall Jarrell to write, "One or two of these poems, I think, will be remembered as long as men remember English." A handsome young man, Lowell is pushed by dark moods and fitful productivity. In the course of his three volumes of verse, he won a Pulitzer Prize in 1947, for *Lord Weary's Castle*, a Guggenheim Fellowship, a \$1,000 grant from the American Academy and the National Institute of Arts and Letters, and last year, the \$500 Harriet Monroe Poetry Prize, given at the University of Chicago. Lowell's poems turn counter to the general rule that the present day of poetry runs to religious diffidence and extreme condensation. His exceptional verse, largely set against a background of New England sea and cold, New England ancestors, and a rich reference to mythology and the Catholic Church, glows with the dimensions, dark varnish colours, and detail of Renaissance paintings. From "The Quaker Graveyard in Nantucket" come these lines:

*"... You could cut the brackish winds with a knife
Here in Nantucket, and cast up the time
When the Lord God formed man from the sea's slime
And breathed into his face the breath of life,
And blue-lung'd combers lumbered to the kill.
The Lord survives the rainbow of his will."*

JEAN GARRIGUE, *right*, elusive, almost unknown, appears as one of the most rewarding and least rewarded poets in the United States. A profound and subtle writer, this pretty, soft-voiced Midwesterner has just published a second book, *The Monument Rose*. Although she also contributes to almost every literary periodical, the single plum her work brought was a Fellowship in Creative Writing at Bard College where she taught last year. Except for the clues of her imagery (moons, forests, and beasts of the zoo), her verse could have been written by three poets: a discursive philosopher with acute vision, a surrealist, and a lover writing without nostalgia. In "Old Haven," she considered the strength of love:

*"... If dogs may charm because you're there,
Drugstores infatuate,
And meanest citizens
Like saints from niches step
To guide me to your goodness and to luck."*



R. THORNE MCKENNA

ELIZABETH BISHOP, *right*, a woman of extreme heights and depths of mood, writes a cool, pared verse as if she were chiselling some remarkable quartz. She has only one book in print, *North and South*, for which in 1945 she won a \$1,000 Houghton Mifflin poetry prize. She has also gathered in a Guggenheim Fellowship, a \$2,500 Fellowship from Bryn Mawr College, and, in 1952, the top prize of the Poetry Society of America. She has served (as has Robert Lowell) as Consultant in Poetry to the Library of Congress. Miss Bishop was born in New England, graduated from Vassar, and now lives in Brazil. The fact of her travel shows in her work, which has little of the personal or parochial about it. Her poems are as identifiable as a Chinese windchime. This meticulous description opens her poem "Little Exercise":

*"Think of the storm roaming the sky uneasily
like a dog looking for a place to sleep in,
listen to it growling..."*



RANDALL JARRELL, *left*, a wistful-eyed Southerner with a capacity for foolery, is one of the best poetry critics around. His four volumes of verse (most recently *The Seven-League Crutches*) are largely prompted and coloured by war service with the Army Air Corps. Jarrell, who was recently a Resident Fellow in Creative Writing at Princeton, once listed alphabetically his subjects for poetry: "Airplanes and their crews, animals, ballet, carriers, children, concentration camps."... Such matters in a frame of loneliness, homelessness, and sometimes extravagant despair, he handles in so direct and hearty a verse-form that Jarrell seems a commonsensical observer of his own compelling agonies. In "Eighth Air Force," he wrote:

*"If in an odd angle of the hutment
A puppy laps the water from a can
Of flowers, and the drunk sergeant shaving
Whistles O Paradiso!—shall I say that man
Is not as men have said: a wolf to man?"*

PETER VIERECK, *right*, believes vigorously in "law and traditional established institutions." As a poet, he holds for strict rhyme and meter, plenty of content, and no obscurity. For his first volume of poems, *Terror and Decorum*, Viereck won in 1949 a Pulitzer Prize. A new book of verse, *The First Morning*, appeared last autumn. A book of prose, *Shame and Glory of the Intellectuals*, is just out. An Associate Professor of History at Mount Holyoke College, Viereck has also written two textbooks of radically conservative politics, and a spate of essays. To keep these literary dishes spinning, he set his family (wife, two children, rabbit, and cat) a rule: four inviolable days a week go to his writing. These lines come from "Twilight of the Outward Life":

*"... Who quarantined our lives in separate homes?
Our souls are trapped in lofts without a skylight;
We argue with a padlock till we die,*

*In games we never meant to play for keeps.
And yet how much we say in saying: 'twilight,'
A word from which man's grief and wisdom seeps
Like heavy honey out of swollen combs."*





Serenity and vista in the entrance hall



A sweep of terrace; right, the house before conversion from a stable

In a reconverted stable, high on a Long Island hill and surrounded by great trees, Mr. and Mrs. Renzo Olivieri live with their three young children. Now whitewashed brick with the lovely look of a French country house, L-shaped, mainly two-storied, and backed by a large terrace and garden, the house bends around a flagstone courtyard. A chorus line of grey-shuttered French windows swings open on the courtyard, replacing the old stall doors. On the terrace stand white iron chairs and a marble-top iron table designed for outside dining by Mr. Olivieri; both the Olivieris are excellent cooks, Mrs. Olivieri specializing in French dishes, her husband in Italian dishes. Inside, this cool grey and white house has a wide-open look, with its polished terra-cotta tile floors, its empty enough rooms set strategically with Italian furniture from varying periods. To light the grey, there are green marbleized table tops, white woodwork, sofas covered in pink or pale-yellow silk, water-green damask, and Venetian chairs, some painted turquoise and white, others bright red and gold. Throughout, the Olivieris have given their house a relaxed, though not casual, manner that is pleasantly elegant. *(Continued on next page)*

This was once a stable



In the grey dining room, a green-and-gold table top

The master bedroom is light, with white ceiling and walls, French windows opening to the courtyard, faced by windows looking out to the woods. Turquoise and gold *bombé* chests stand beside the white-canopied wrought-iron bed; a deep white rug muffles the tile floor. In one corner (shown opposite), by a pale grey-green chest-on-chest, a white chair covered in oyster-white silk partners a green-and-white desk. Pale gold armchairs covered in pink silk rest against a wall, and a baroque chandelier hangs in the centre of the room.



Mr. and Mrs. Olivieri's bedroom

In the pale-grey drawing room, a great architectural painted panel runs nearly the length of one wall, with, at either end of the panel, large off-white chairs in pale-yellow silk. A magnificent bookcase, with a muted brown *trompe-l'œil* painting of slim columns along its sides, banks a wall behind an ebony grand piano. Facing a small fireplace is a water-green damask sofa. And across the room from the panel, French doors with white louvred shutters open to the terrace, giving again the lovely bright and open feeling of the house.



KERTÉSZ

Above: bedroom corner; below: the drawing room





"I'm to have my hair cut—I mean *done*."

ERNST HAAS

ANNABEL GROWS UP

This is the story of a little girl who had to grow up a little bit—right away... on account of an invitation to her first dance. And this is the story, in pictures, of the transition from little girl to young girl—which is quite a moment to catch. In transit here: Miss Annabel Stearns, the going-on-fourteen daughter of Mr. and Mrs. Walter Stearns, junior. And the magic (which was all done with scissors) happened at Charles of the Ritz, because that is where a great number of Coming Attractions are apt to go for their first permanents, first "serious" hair-do's, and first lean-over-backwards shampoos.

ANNABEL'S CLOTHES: ABOVE, HER VELVETEEN-COLLARED GREY CHESTERFIELD OF HOCKANUM WOOL FLANNEL, \$35. FAR RIGHT, HER PARTY—EXCUSE US—EVENING DRESS, ORGANDIE (OR NET) WITH A RAYON SATIN BODICE, \$30. BOTH ARE FROM ALTMAN

"Well, it's still just me."



"I wonder what I'll look like...?"



"There go those scissors... it's too late now."





"It's nice! Kind of loose and funny feeling."

Miss Annabel Stearns, a Coming Attraction; starting right now



"Now I have practically no hair to wash!"



"Wouldn't it be awful if I looked younger!"

Vogue's Young Nillionaire... and the younger competition

Junior-size and very junior-size: the looks on these two pages, involving Vogue's Young Nillionaire and niece. *The niece's old aunt* (ah, how well she remembers the year they built the Lever Building) has found a new summer-dress look—namely, the extended silk shirt. It's a shirt in shape, in ease—in all, in fact, but length. Extended shirt, this page: salmon silk surah with a shirt's studs. By H. & D.; \$40. Extended shirt, facing page: beige silk pongee stitched in black; \$20. Both dresses, and the Madcaps hats, at Peck & Peck; I. Magnin. *The niece* (she thinks it's quaint the way Auntie likes gingerbread architecture) has a smart new casual look, too. Her dress, on this page, is a blue and white striped cotton middy pulled down over a pleated sun dress. This, by Youngland, in a Fuller fabric, \$6. Shoes? That absenteeism problem again. On the opposite page, her ball dress, as pretty a one as a little girl could own: white Swiss organdie embroidered and eyeleted, over a pink cotton slip. This, by Celeste, \$25. Both dresses, the shiny black Mary Janes, and the daffodils by Flower Modes, from Altman.







*A complete
beach wardrobe,
about \$50*

EVERYTHING EXTRA MARKED IN RED



Dagmar

Organized here—from a fashion point of view—an active summer spent on or near the beach. For around \$50, we chose a bathing suit (you'll see in a minute why one is enough); a terry-cloth jacket; three shirts and two pairs of shorts—all in interchangeable colours. We added—for very little more money—red accents for everything.

1. A new tunic T-shirt—in yellow and white stripes, with a turtle neck; \$5. White shorts, of cotton gabardine by Knickerbocker; \$4. Exercise sandals.
2. Worn with the same white shorts, a white terry-cloth T-shirt with navy-blue knitted edges which might also be worn with a skirt for trips to town. The terry cloth is by Beaunit. \$4. Accents: red moccasins; red straw hat.
3. A white terry-cloth jacket in a length that just covers a bathing suit; \$8. Again, thonged red sandals, and a

- red straw hat with a wavy brimline.
4. Black and white checked denim—shorts, and a shirt new to the beach: this belted tunic. Denim, by Cone. Shorts, \$4; tunic, \$6. Red sandals; a sun-shading hat of bright red straw.
5. The one bathing suit included—quick-drying grey Celanese acetate-and-Orlon, woven with Lastex; \$20. *All the clothes:* by Jantzen; at Best's. *Red accents:* shoes (also by Jantzen). Straw hats by Madcaps, at Best's.

Undisguised fashion—

VOGUE PATTERNS

for maternity

Mrs. Hamilton Allen, junior, is one of the editors of *Vogue Pattern Book*. Now awaiting the birth of her first child, she's discovering for herself the wisdom of some famous lines about maternity, written into Vogue Patterns with recognized success. Her box jackets, narrow skirts (made possible by scooped-out tops), and standaway necklines are becoming—doubly so because they coincide, exactly, with what's smart now in fashion.



VOGUE PATTERN 7674 VOGUE PATTERN 8009

PHOTOGRAPHED BY FRANCES MCLAUGHLIN AT NEW DESIGN, INC.



VOGUE PATTERN 8005 • VOGUE PATTERN 7187



VOGUE PATTERN 8007

Facing page: Mrs. Allen, who's used to wearing slacks at home, finds they can be a workable maternity plan if they're made with a scooped-out top; worn with an overblouse. Plan worked out, here, in plain and printed royal-blue and white linen by Moygashel. Slacks, Pattern 7674. Blouse, Pattern 8009. *This page, top:* A pretty neckline, flattery to count on now—a late-day blouse of pale-blue silk shantung, by Onondaga. (Lined, all but the sleeves.) Vogue Pattern 8005. The famous skirt with the scooped-out top, here in navy-blue silk. Vogue Pattern 7187. *Centre:* Same principle as the overblouse—coat, made in navy-blue silk with a linen-like weave (Onondaga). Vogue Pattern 8007. *Below:* Mrs. Allen's baby arrives in June—therefore, this spring-into-summer suit-dress of grey cotton tweed (M. W. Thomas). Add linen collar, cuffs. Vogue Pattern 7879. *Further pattern information, page 109.*

VOGUE PATTERN 7879





HERBERT MATTER

SUCCESS STORY: *pleated in*

This story starts way, way back when permanently pleated nylon tricot lingerie was first invented—way back, a short five years ago.

Like so many things-to-be-admired about American fashion, it's a phenomenon that's been speedily taken for granted: we watch our pleated slips and nightdresses come firmly pleated out of the soapsuds as if that were the most natural thing in the world, as if lingerie had been behaving that way ever since Columbus discovered America.

Who first discovered a way to put the permanent pleats in nylon tricot lingerie? Vanity Fair—and for their invention, and the pretty lingerie designed around this idea, they won a 1950 Coty Fashion Award. On these two pages, some of the highlights in the success story.

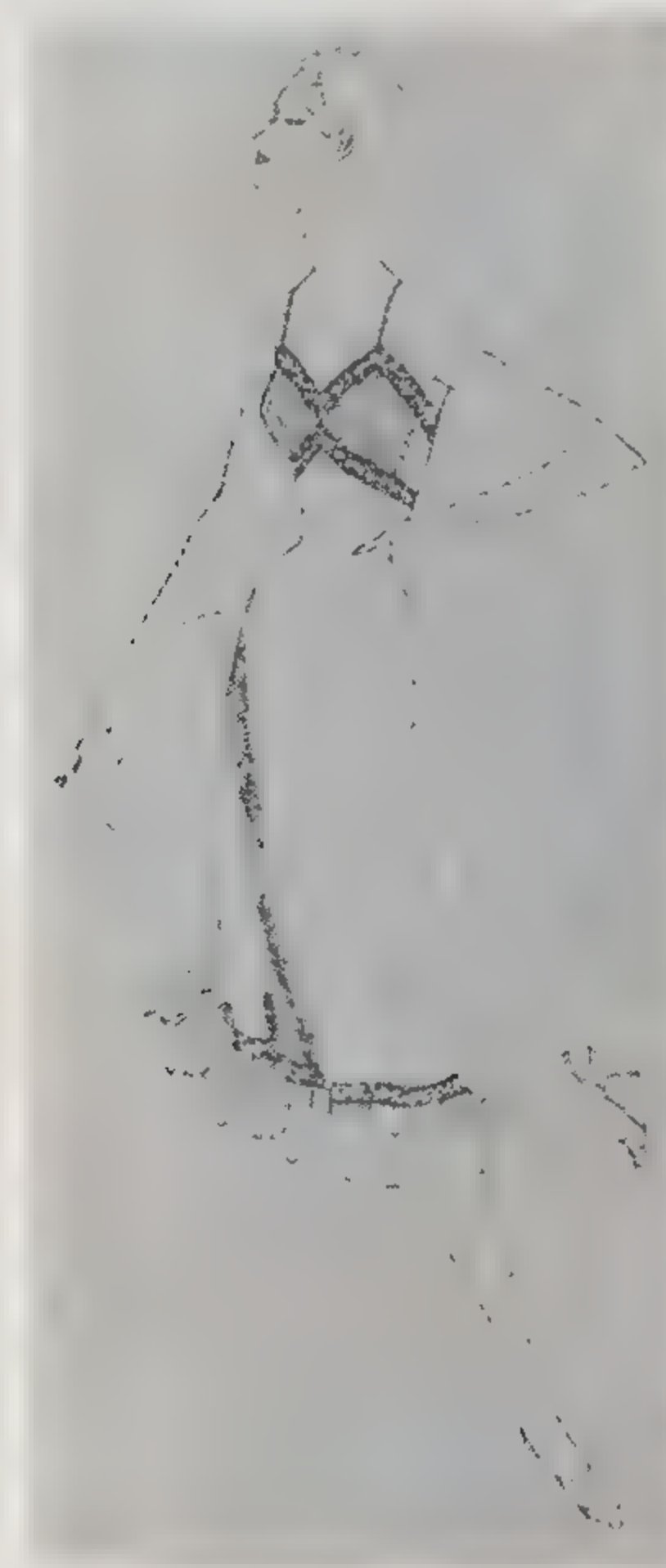
1947 : The first nylon tricot nightdress to be permanently pleated—a custom-order miracle then, a museum piece now.



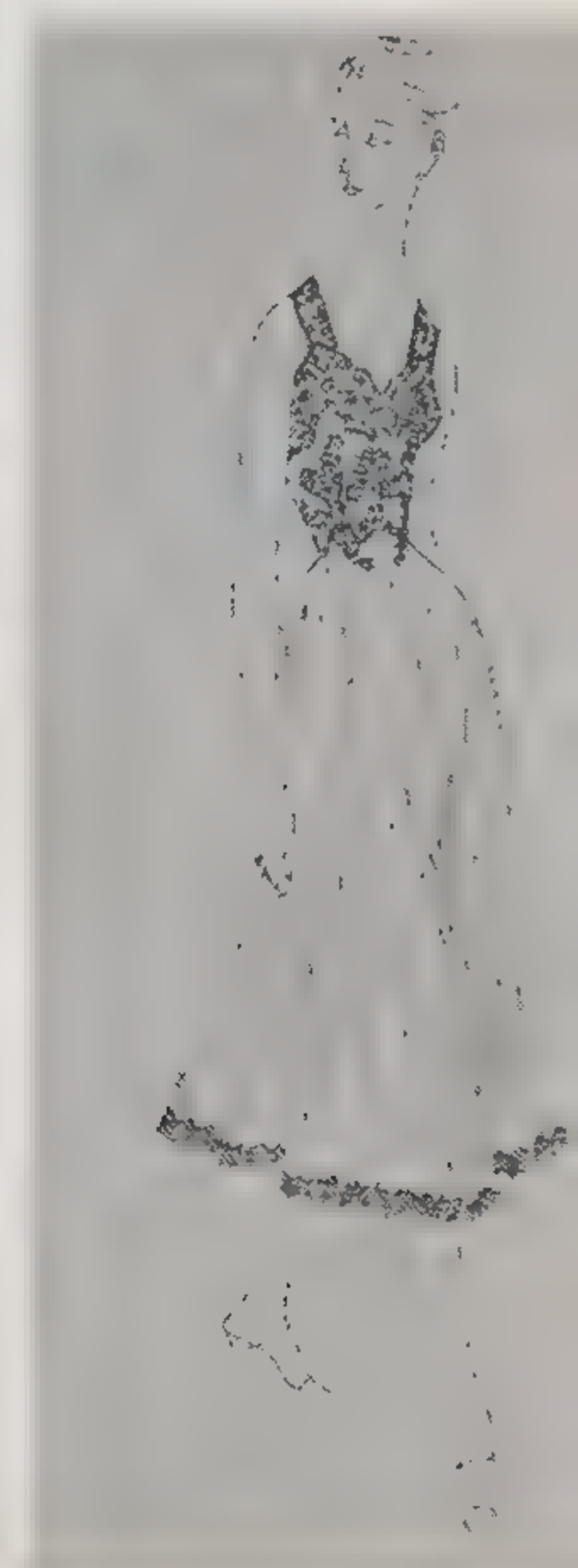
1949 : Designed then, and tagged then at \$29.95, this permanently pleated nylon tricot nightdress is still a cross-country success. Today's price—\$19.95.



1949 : Made then—and now, four years later, still on the best-seller lists—this much-copied slip of nylon tricot with permanent pleats; \$12.95.



1952 : Cut for the first time that spring, still being cut and re-cut—this slip of permanently pleated nylon tricot with a bodice made of nylon Alençon lace. Its price, \$49.95.





HONEYMAN

THE SHOE WITH THE *baguette toe*

Happening here and now, the squaring of the Spanish toe. Vogue calls it the baguette: it's oblong, elegant, delicately-cut—and about as many light years away from the old square-toed shoe as diamonds are from coal. Designed by Perugia for I. Miller, the baguette is backed up in its delicacy by a fragile (looking) flute heel. Here it is, in black calfskin with a little band of window that just happens to give a closer glimpse of a barely-reinforced Archer stocking (the spring-into-summer colour, “Show-Off,” a pale, glowing beige). The I. Miller shoe, about \$25; also at I. Magnin.

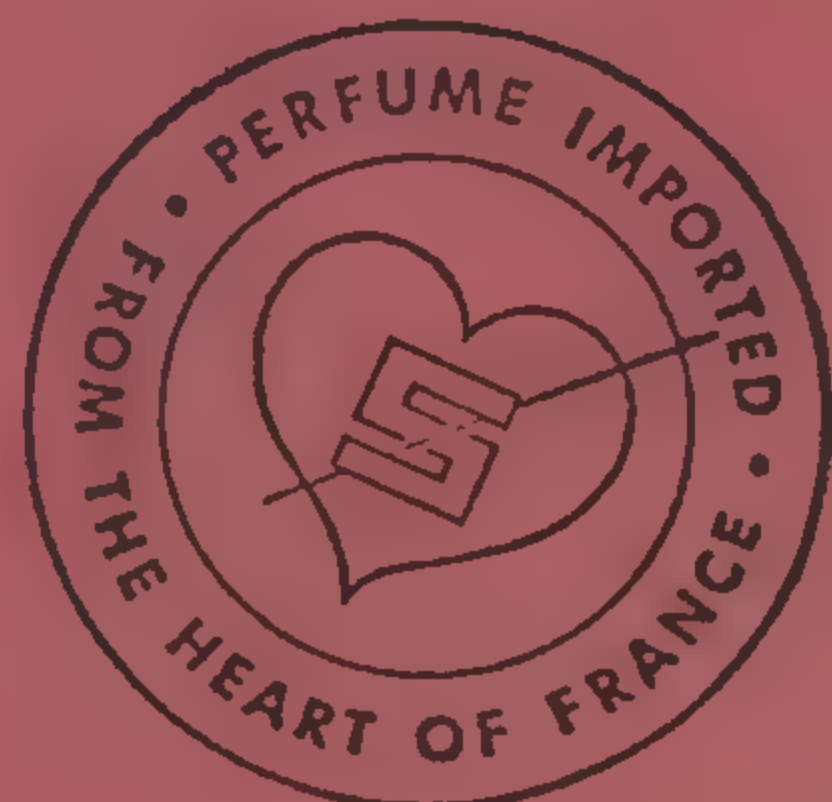


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Division of
Amity Leather
Products Co.

LIST FOUND IN A POCKET

(Continued from page 59)

my house, she shall have it that way, in spite of the fact that the last time we dined there I found a spider in the salad.

Perhaps—following still another list—if we did have demitasse cups, our after-dinner hour, which is at present complicated by the presence of children coming out of bath tubs, and children with pressing problems in arithmetic, and dishes on the table waiting to be washed, and dogs and cats clamouring for their supper—perhaps our after-dinner hour would somehow become imperceptibly more gracious; perhaps the children, seeing us endlessly refilling our demitasse cups, would tiptoe thoughtfully away from the dining room door. Perhaps if we had demitasse cups a local couple, who have no children and have exhibited a vast distaste for our hospitality, would call. Perhaps, as a matter of fact, if we had demitasse cups, we could overlook the fact that the vast distaste of the local couple was provoked by our short-tempered reception of their resentment of our children. We *should* live more graciously, after all.

Then, naturally, there is the question of the cups themselves. I am immediately tempted to buy them just as cheaply as possible (*there's* a list for you, the prices of things) and have thought of the five and ten ("... and I got the sweetest little cups right there, can you imagine, and even though the cups and saucers came separately I didn't really pay much *more*...") but dismissed the idea through pride ("...and everyone could *tell* because of course those *same* patterns..."). I shall have to go off and purchase them in some big store where I have a charge account ("...a charge account? Let me just tell you what happened to *me* when...") and I suspect that I will end up after a day of shopping with four cheap flowered demitasse cups and a set of dishes (I have *so* been needing dishes) and a set of glassware which will be wonderful for the children to use when they have company for breakfast, and while I am in that department, I think I ought to look at electric mixers because it is only four months to my birthday.

I tabulated recently a conversation, or double-listing, between two women, one of them me. The conversation began, civilly enough, with a compliment from me about my friend's new slip cover, which she had made herself. We then went rapidly through slip covers (custom-made, prices of), the value of a sewing machine, the clothes little girls wore to school, and children's shoes (prices of). She then remarked that she hated to repeat cute things her children had said, but she just *had* to tell me what her daughter said the other day. I retaliated with a really clever story about my own daughter. She said that prices were awful, weren't they. The conversation could have ended right there, with both of us crying, but fortunately one of our husbands stepped in with a remark about how

we *had* really planned to play bridge, hadn't we? Because if we *had*, here were the cards dealt and the chairs ready. We sat down, and she told me about how angry her husband had been last time we played bridge, because she had revoked twice, and I told her a little sad story about how my husband had opened once with two hearts and I had said two spades and he said three diamonds and there I sat with the king, jack, seven of diamonds and... well, *she* told *me* about these people they used to know, and I told *her* about these people *we* used to know. And then she said, well, the way some people bring up their children, and I told her about the bad manners of the children of these friends of ours, and she said well, of course, progressive education; and my husband said were we going to play or weren't we?

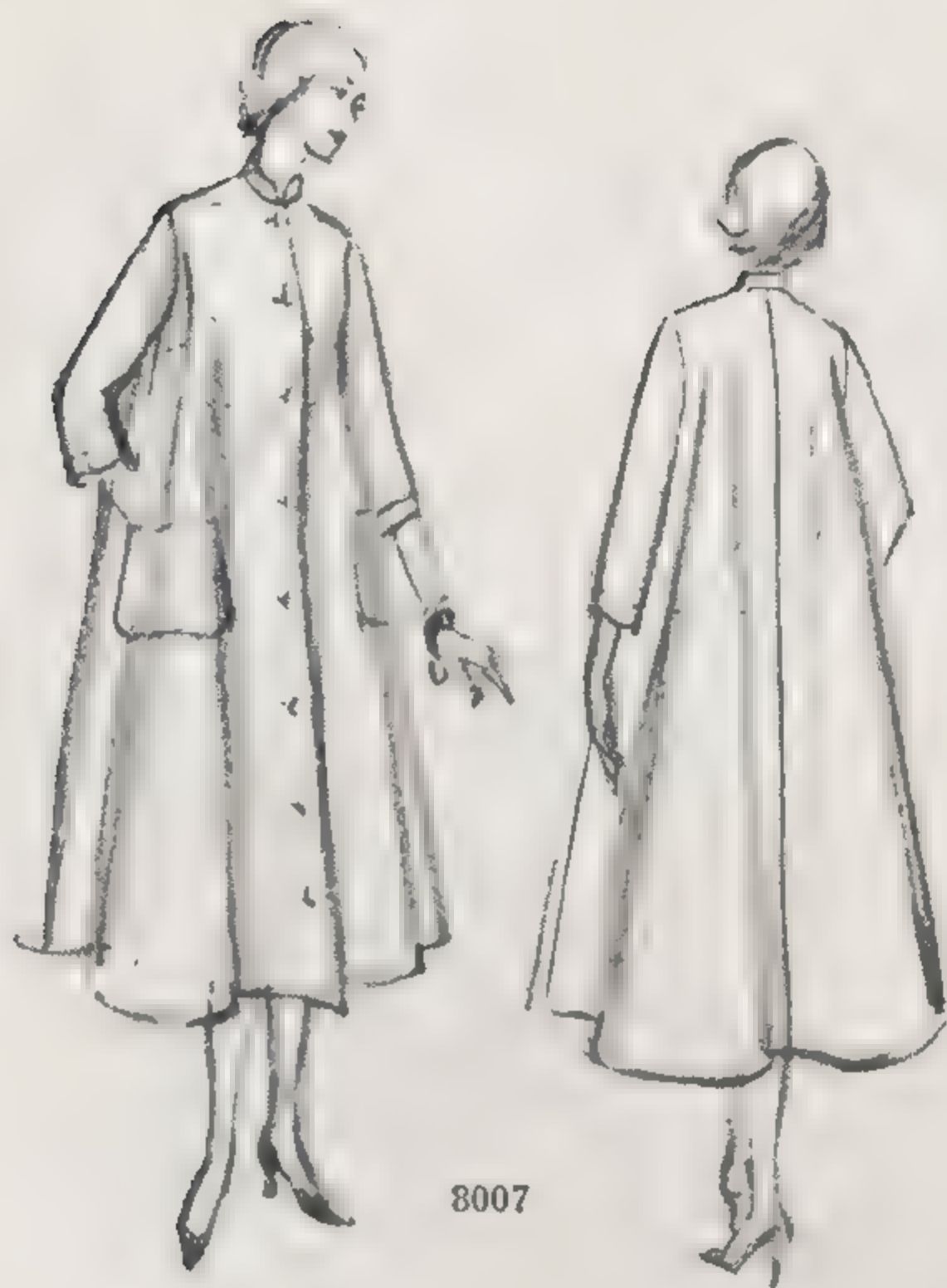
So then she said that she loved my new blouse and I said I wished I could make things for myself, and she said the stores were awful, weren't they. I told her about how a salesclerk was so rude I walked out without buying anything, and she said that the butcher in our mutual grocery was really terribly mean today about the hamburger. I said that even hamburger was still almost out of our range these days—yes, in spite of the fact that prices dropped two cents a pound yesterday. I told her that I understood that the main reason they had given up school lunches was the cost, and she said that it really cost less to make lunch at home and send it, the way things were these days. I said the only trouble was my son preferred sandwiches made with cold meat, and she said had I tried this new spread made with olives. When I said no, she said that she had also tried a new cake mix and it was marvellous, but of course you really *needed* an electric mixer, and I said my birthday was only four months off.

My husband bid three hearts in a loud voice. I bid three spades, and said that I envied her the cookies she made, that my children preferred to stop off for cookies at her house after school, because our cookies were all store-bought. She said shyly that she had made a new kind of lemon meringue tart to serve after our bridge game, and my husband said oh, were we playing bridge? Her husband then bid four hearts, she bid four no trump, and I said I was planning to get a set of demitasse cups.

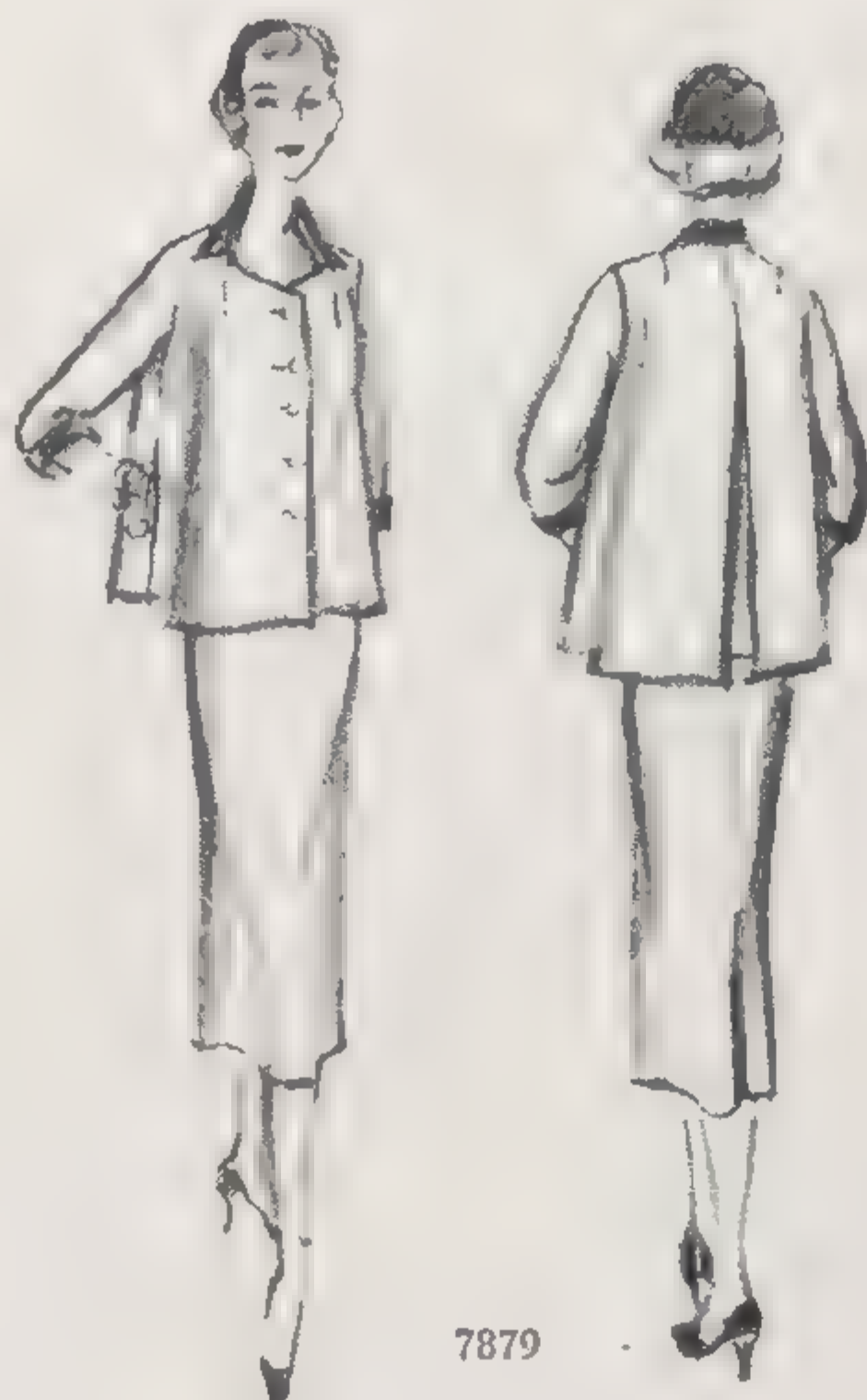
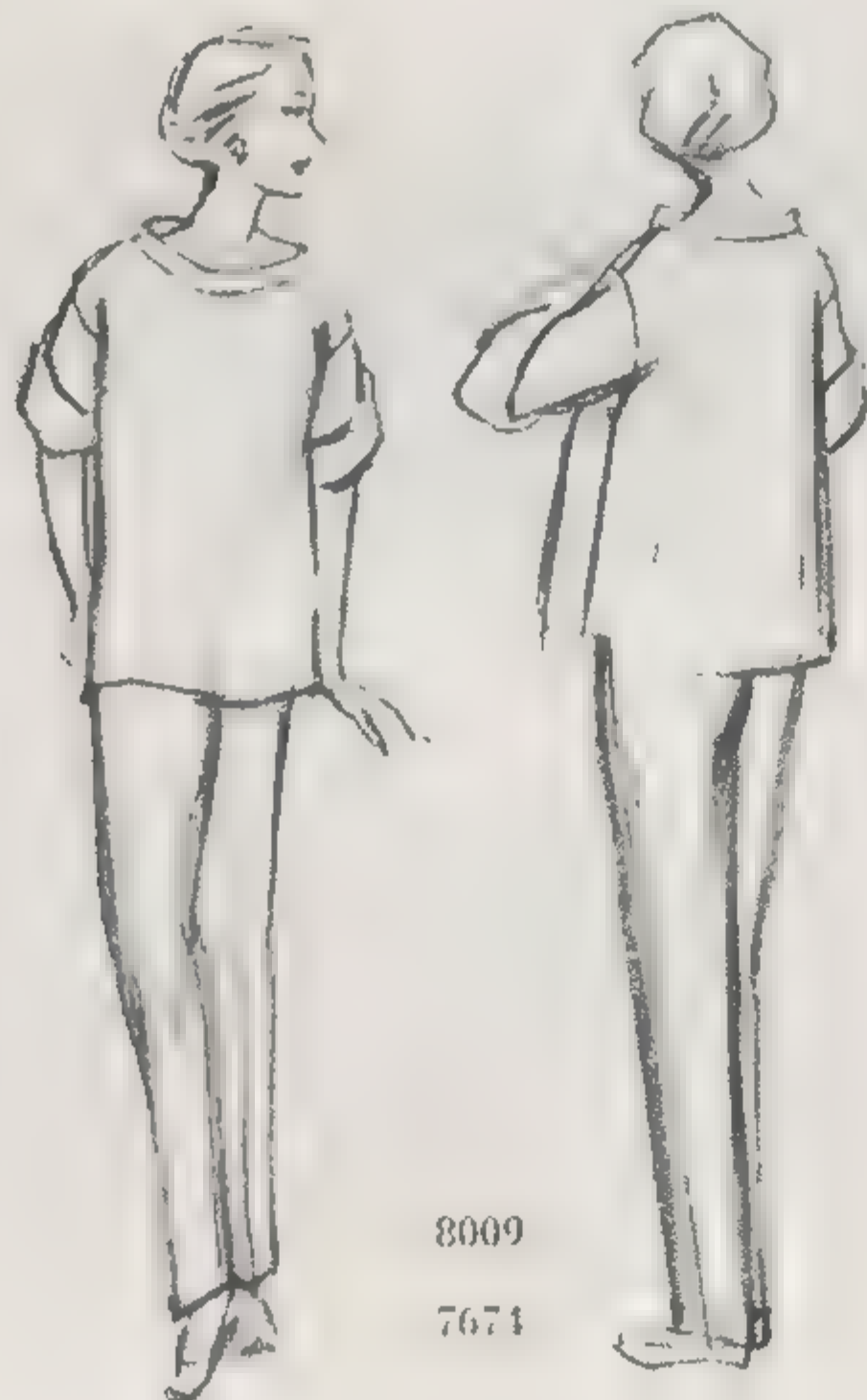
We played the hand in six spades, and made it easily, but it turns out that if I *am* going to get an electric mixer I shall have to shop around and get a really good one; she has a friend who used hers once and it fell apart. Of course she got a new one right away from the manufacturer, but my husband believed that if his partner had led anything except the ace of hearts... I took the recipe for the lemon meringue tarts, and when I got home I made a new list, which began "lemons, demitasse cups, spring coat to cleaners..."

VOGUE PATTERNS

(Other views of the Patterns on pages 102-103)



Left: Vogue Pattern 8007. Coat. Sizes 10 to 20 (28 to 38). For size 16 (34), 4 $\frac{3}{8}$ yds. of 39" fabric. 60c.
Below: Vogue Pattern 8009. Overblouse. Sizes 12 to 20 (30 to 38). For size 16 (34), 2 $\frac{7}{8}$ yds. of 35" fabric. 50c.
Vogue Pattern 7674. Slacks with scooped-out maternity top. Hip sizes 33 to 43. For size 37, 2 $\frac{5}{8}$ yds. of 35" fabric. 50c.



Above: Vogue Pattern 8005. Overblouse. Sizes 12 to 20 (30 to 38). For size 16 (34), 2 $\frac{1}{4}$ yds. of 35" fabric. 50c.
Vogue Pattern 7187. Skirt with scooped-out maternity top. Hip sizes 35 to 43. For size 37, 2 yds. of 35" or 39" fabric. 50c.
Right: Vogue Pattern 7879. Suit-dress. Sizes 12 to 20 (30 to 38). For size 16 (34), 4 $\frac{5}{8}$ yds. of 35" fabric; $\frac{1}{4}$ yd. of 35" fabric for collar, cuffs. 75c.

VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax.

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BY OUIDA WAGNER
WORLD AIR TRAVELER

I've got my eye on this new, double-duty cotton.
Just right for a double-deck Stratocruiser flight like our B.O.A.C. "Jamaican" to Montego Bay. A trim travel suit upstairs—it's a stunning cocktail sheath for the intimate downstairs lounge.

That's the kind of idea I watch for in my job as advisor on flights feminine. How about *your* flight? Got an airborne problem—*any* kind—on *any* of our 1000 routes around the world? ASK OUIDA WAGNER Flight Wardrobe Advisor, British Overseas Airways Corporation, 342 Madison Ave., New York. Of course, for schedules and reservations—your Travel Agent's a whiz—ask *him!*

B.O.A.C

Two-piece cotton travel suit by Pat Warren of Nantucket Naturals.



BRITISH OVERSEAS AIRWAYS CORPORATION

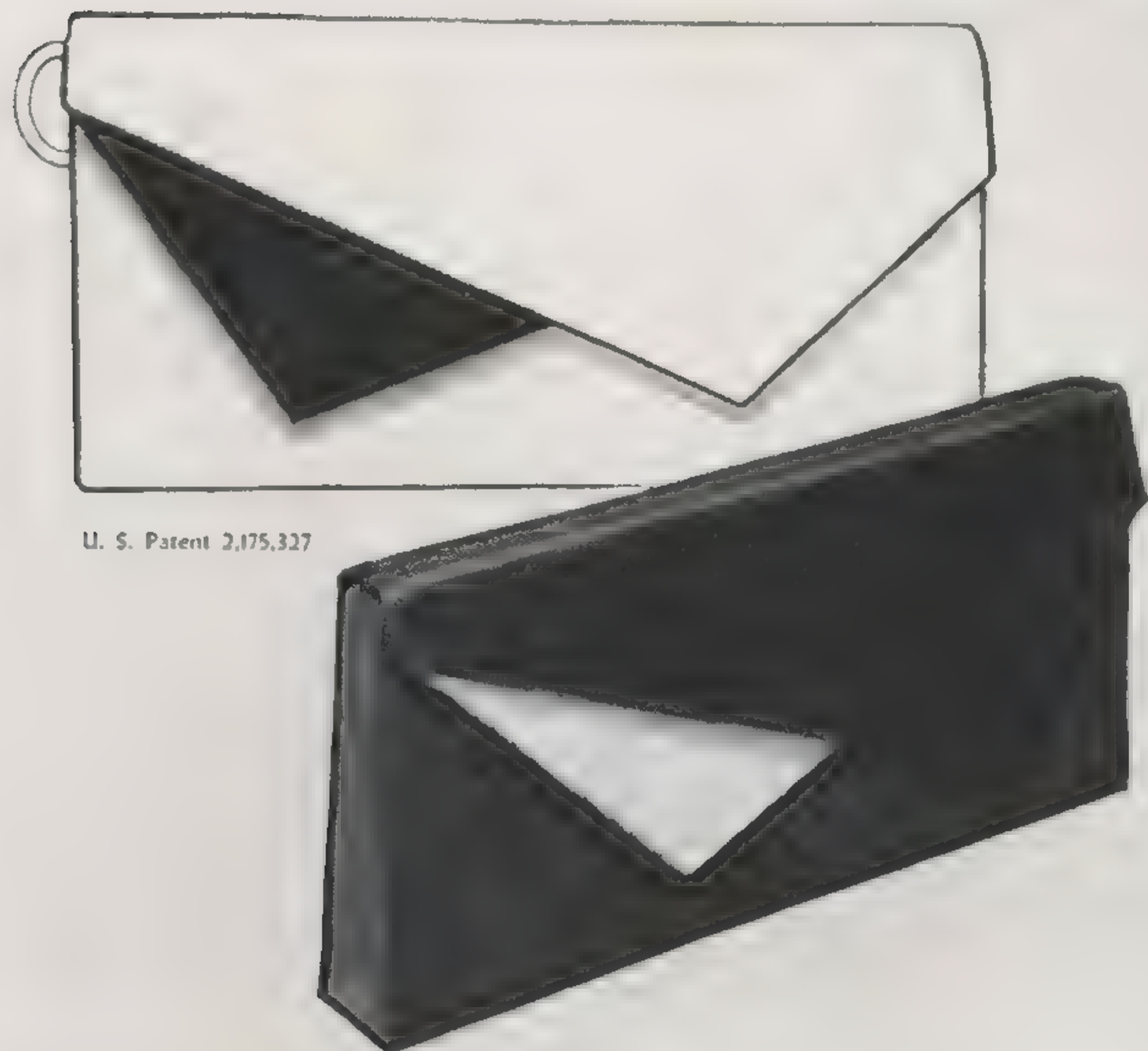
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Fashion has many faces in this smart Bag
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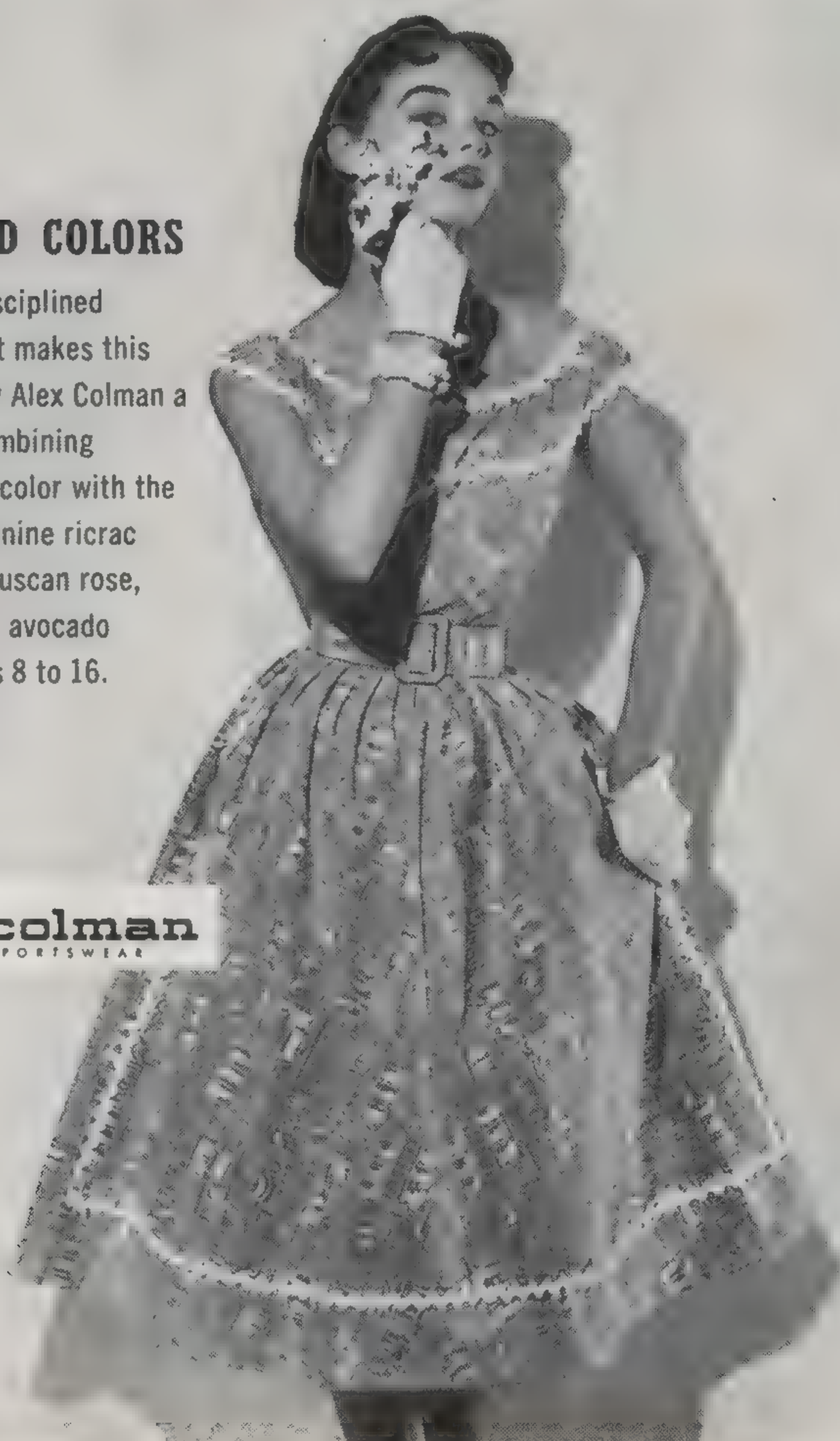
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in Bates Disciplined
Cotton print makes this
sundress by Alex Colman a
charmer combining
delicacy of color with the
utterly feminine ricrac
trimming. Tuscan rose,
cruise blue, avocado
green. Sizes 8 to 16.
About \$18.

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At most better stores and specialty shops. For name of nearest store, write Alex Colman, 409 Boyd St., Los Angeles, Calif.

Lingerie wardrobe— for summer, for a price

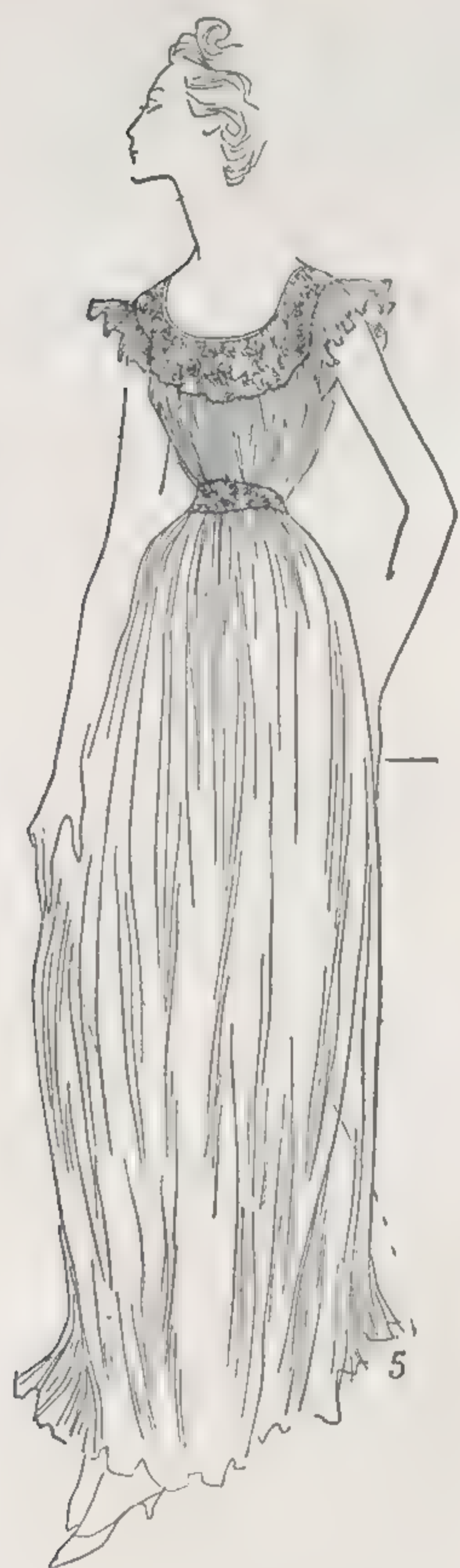
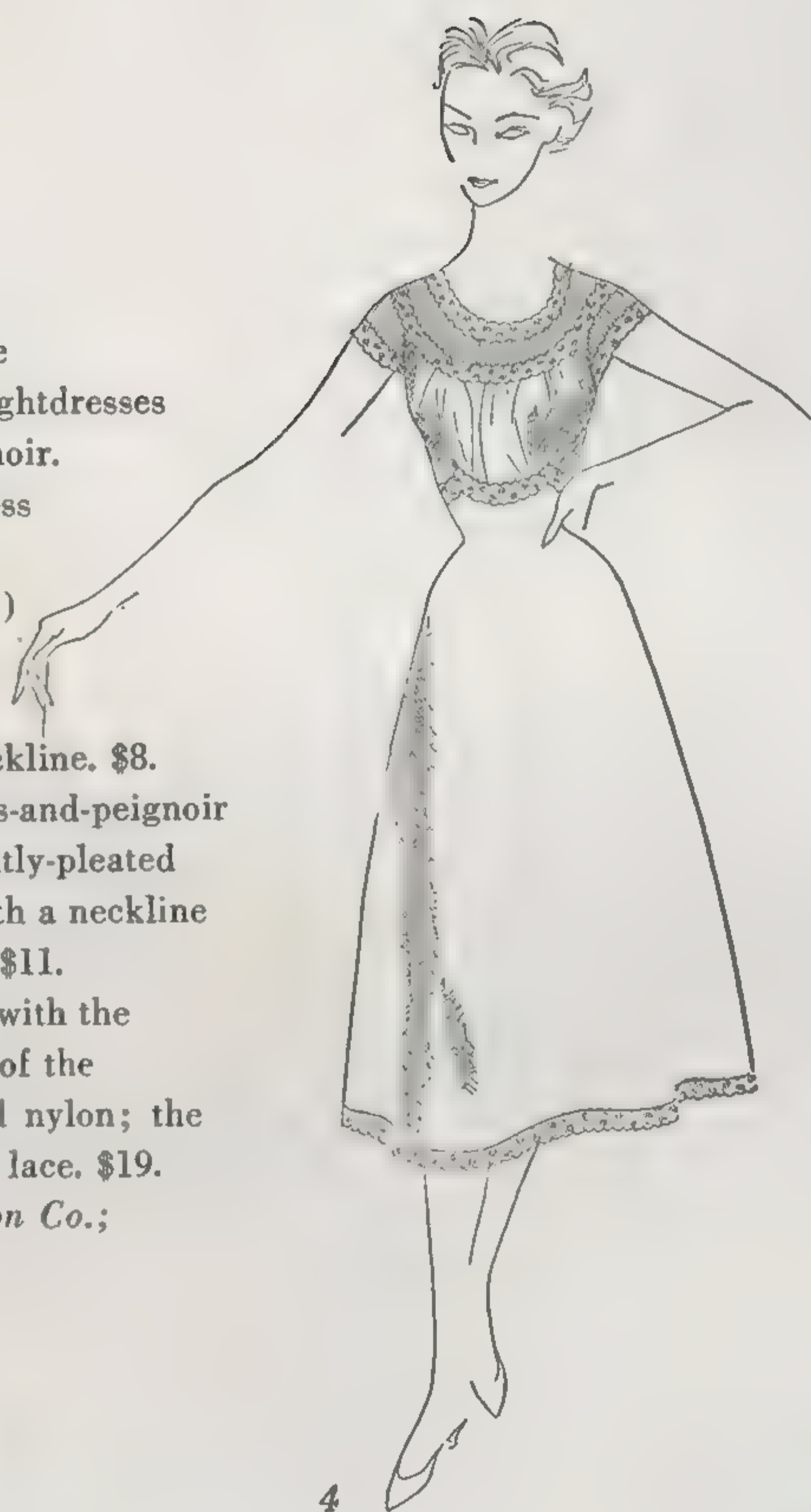
This could be a young bride's plan,
the wardrobe of lingerie—fresh, pretty, white,
somewhat lacy, and pleasantly inexpensive.
The way we count it all up—three slip changes,
two nightdresses, one enchanting peignoir,
all wonderfully well made,
and all for less than \$60. Everything here
is by Barbizon, meaning, among other
good things, excellence of fabric,
fit that's proportioned to fit.

1. Pretty—the nylon lace-rimmed bodice,
sheer pleated hem of this nylon satin slip. \$6.
2. In a fabric Barbizon specializes in—
nylon-Orlon taffeta—a full-skirted slip
with a bodice overlaid with nylon lace. \$11.
3. This is a favourite—the rayon-and-acetate crêpe
slip with just a touch of embroidery;
comes in five proportioned lengths. \$3.



Here, the P.M. part of the
lingerie wardrobe: two nightdresses
and a delicious, lacy peignoir.

4. A dress-length nightdress
of nylon satin (a fabric
Barbizon particularly likes)
with nylon lace to
decorate the waist;
the hem; the rounded neckline. \$8.
5. One part of a nightdress-and-peignoir
ensemble—this permanently-pleated
sheer nylon nightdress with a neckline
and midriff of nylon lace. \$11.
6. The peignoir that goes with the
nightdress: a pretty drift of the
same permanently-pleated nylon; the
sleeves and yoke of nylon lace. \$19.
*All at Stern's; The Dayton Co.;
Davison-Paxon.*



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FLORENCE KEVESON



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thrilling moments
as you step into spring.



most styles 1295 to 1595

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A riot of long-stemmed roses pelted onto
this York Street pure Irish linen hankie
with carefully hand rolled hem.
Nice to give... nice to wear
in flower-soft colors.

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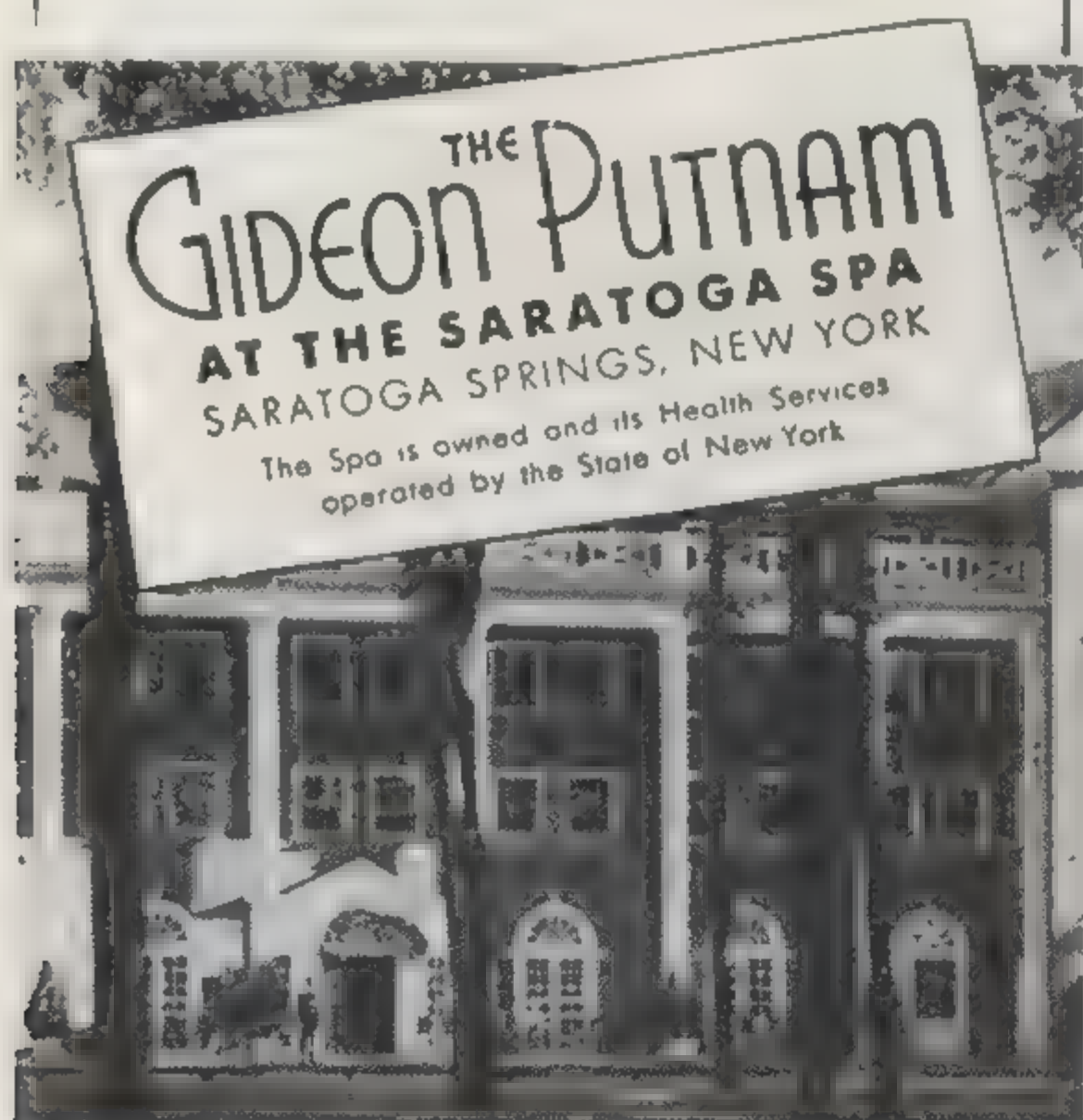
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Spring signs in at the Gideon



After the mad winter's flight, birds of a feather flock together at The Gideon—where we take matters under our wing... prescribe lots of rest—rest in our country-cosy nest. We offer the finest in food... the freshest in air... the soundest sleep anywhere. Take a walk... a ride—do what suits your mood. Take the "Restoration Cure" at The Spa Baths—buoyant and bubbling—unburden what's troubling... and you're ready to take off again. Privately operated. For reservations or free illustrated booklet... write Myron H. Woolley, Manager.



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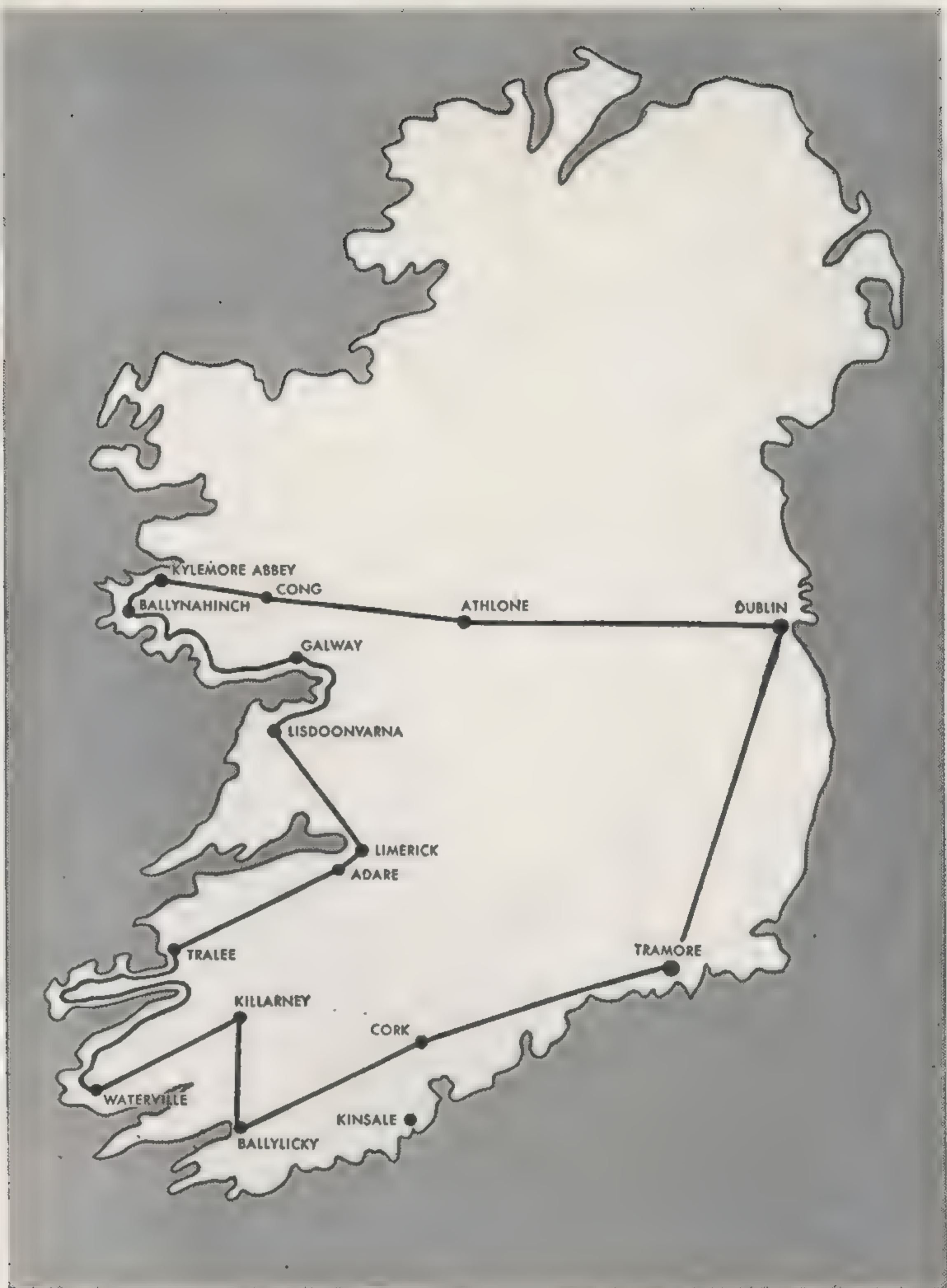
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Ireland:

THE GRAND MEANDER

BY PATRICK O'HIGGINS

The Grand Meander to Ireland began this month for *An Tostal*—Ireland at Home—a month-long festival of drama and sports, and continues, in an atmosphere of festivity and hospitality, throughout this Coronation summer.

It's the simplest, shortest of transatlantic junkets: by Pan-American Strato-cruiser about ten hours from New York to Shannon, by leisurely Cunarder a mere six days to Cobh (pronounced Cove).

Upon arriving, various pleasing reactions are immediately, eloquently manifest. First, the slow tempo of life, a sort of voluntary turning back of the clock; then, the universal courtesy, wit, and laughter; lastly, progressively, the infinite variety of landscape in a country—compact as a soup plate—whose greatest distance, between the two most northerly and southerly points, is but three hundred miles.

Ireland can thus be circumvented, at a comfortable jog, in as little time as two weeks. Cars, chauffeur-driven or of the U-drive variety, are available through the Shannon Travel Agency (cable Autohire, Dublin), and will effusively greet prospec-

tive customers as they disembark at either airport or dock. (Editor's note: Car rentals run from about eight dollars a day, including insurance, to about forty-two dollars a week, during the season.)

Train service throughout the length and breadth of the land is good, albeit occasionally eccentric—not for mechanical reasons, but due, rather, to the national spirit of procrastination. Sample: On a train to Donegal, after repeated stops, upon querying the reason wherefore from a guard—the equanimous answer, "We're waiting for toime..."

C.I.E. buses, which course the land in every whatwhich and desired direction, run from April until September—in a series of all-inclusive tours, lasting from six to thirteen days, and priced from \$53 to \$122. (Itineraries, routes, et cetera, are available through the Irish Tourist Bureau, 33 East 50th Street, N.Y.C.)

The best way to see the country, however (as even Mr. Shaw admitted with some repugnance), is on a bicycle—the weather permitting.

The weather in Ireland is admittedly unpredictable. In May, and with the advent of summer it can be

as fine, as balmy, as it is, say, in Tuscany. But Acts of God do occur; and it is wise to take a raincoat.

Dublin must be your first objective before subsequent meanderings. A faded beauty of a city, pure eighteenth century, and a miniature of architectural perfection, it stands practically alone among European capitals, as a relic of several successive ages of elegance. For Dublin has been neither industrialized nor touched by war. It is merely slowly decaying while, somehow, grandly keeping up appearances.

The compact city spreads, divided almost equally, on either side of the Liffey—Joyce's immortal, sluggish ditch, Anna Livia Plurabelle—with the Wicklow hills behind it and the sea before it.

In Dublin the best known hotels are the Shelbourne, the nearby Royal Hibernian, and the Gresham. The Russell is the beloved of *bon vivants* due to the excessive richness of its fine cuisine; Ritz prices.

The Shelbourne, inspiringly Victorian, facing the Georgian splendour of St. Stephen's Green, is solid Anglo-Irish, giving the impression that, once within its reassuring portals, one is immune to the inclemencies of both man and nature.

The Gresham is solid Irish-Irish. Here a man with a political load of mischief on his mind may be seen to fall on his knees and kiss the ring of a Bishop, after which both may repair to a well appointed private bar, in the upper regions of the hostelry, to discuss bloodstock sales.

The Hibernian is mostly favoured by ladies from the country, in heavy tweeds. It manages, to a turn, to bridge the gap left open between the Shelbourne's overt Imperialism and the Gresham's avid Republicanism.

Then, for those who dislike or can not afford large hotels, who favour the company of bookmakers, tick-tackmen, chancers, gurrriers, et al, the Dolphin and the Wicklow can not but please—at the Dolphin a newly returned Boston Irishman, with exquisite courtesy, enquired upon viewing a turbulence, "was it a private fight, or might anyone join in?"

Restaurants in Dublin are equipped to satisfy all culinary tastes. Jammet's, with its excellent cooking, its wheezy, asthmatic waiters who all claim to have known Yeats by his first name, its genuine *art nouveau* murals, confirms the locally held opinion that it is the best restaurant between Cap Gris Nez and Norfolk, Virginia.

The Bailey's is an intellectual mecca where talk for talk's sake is apt to continue throughout the night, or at least until the curfew sends the guests scurrying to the nearest *bona fide*—any public house three miles without the city limits—for an extra hour of talk and Guinness.

The Red Bank, old and heavy with the benevolent ghosts of vanished Dubliners who have dined not wisely but well, has no peer when it comes to Galway and Carlingford oysters, to Dublin Bay prawns.

Lastly, there are the pubs, that precious element around which Irish life rotates. There are 1,846 public houses—licensed bars—in the city of Dublin, though not a one on O'Connell Street, the main thoroughfare. Particularly favoured are Davy
(Continued on page 117)

WHAT'S IN A

Sun Valley

IDAHO

SUMMER?



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VOGUE'S BUYING GUIDE

These pages tell you where you can buy the merchandise advertised in this issue by the manufacturers listed below. Take the key letter which appears opposite the manufacturer's name, then look up the stores listed in your state and city. Whenever the manufacturer's key letter appears, the store carries his merchandise. We'd like to list all stores, but space does not permit. So if no store is given, write directly to the advertiser to learn where his merchandise can be purchased.

*Asterisk denotes stores that sell Vogue Patterns.

| Page | Advertiser | Key Letter | Page | Advertiser | Key Letter | Page | Advertiser | Key Letter |
|------|----------------------|------------|------|------------------------|------------|------|------------|------------|
| 4 | Cotton Guild | L | 16 | Jantzen Swim Suits | E | 35 | Nelly Don | F |
| 10 | Burlington Mills | N | 18 | Jantzen (Panty Girdle) | M | 36 | Nelly Don | G |
| 12 | Wamsutta | B | 21 | A. Davis | Q | 37 | Nelly Don | H |
| 13 | Town & Country Shoes | A | 22 | M. & W. Thomas | O | 38 | Nelly Don | I |
| 14 | Jantzen Swim Suits | C | 25 | American Viscose | P | 39 | Nelly Don | J |
| 15 | Jantzen Swim Suits | D | | | | 40 | Nelly Don | K |

ALABAMA

BIRMINGHAM Kessler's A, M
Burger-Phillips* F, G, H, I, J, K, M
Loveman, Joseph & Loeb* M, O
Parisian M
MOBILE L. Hammel Dry Goods Co.* M, O
L. Hammel Dry Goods Co.* M, O
MONTGOMERY John Danzinger M
Al Levy's A, O
Montgomery Fair* M
A. Nachman* F, G, H, I, J, K

ARIZONA

GLOBE Lucille's B
PHOENIX Korrick's* M, N
Goldwater's A, B, F, G, H, I, J, K, O
TUCSON Albert Steinfeld & Co.* B, C, D, E, M, O

ARKANSAS

FORT SMITH Tilles Inc. B
Boston Store Dry Goods Co.* F, G, H, I, J, K, O
LITTLE ROCK The Gus Blass Co.* M
The M. M. Cohn Co.* B
Pfeiffer's of Arkansas* B, L, M, O

CALIFORNIA

BAKERSFIELD Malcolm Brock Co.* B, M
BERKELEY J. F. Hink & Son* M
Ross Bros. B
BEVERLY HILLS I. Magnin & Co. B, O, Q
Robinson's Beverly Hills* A, M
CORONADO Sanderson B
FRESNO Bruckner B
Cooper* M
E. Gottschalk & Co.* M, O
Roddick's Mademoiselle A
GLENDAL Webb & Co.* B, F, G, H, I, J, K
LONG BEACH Buffum* B, M
Lillian Pector Q
LOS ANGELES Broadway Dept. Store* M
Broadway Crenshaw* M
Broadway Hollywood* M
Broadway Westchester* M
Bullock* F, G, H, I, J, K, M
Bullock's Wilshire M
I. Magnin & Co. B, O, Q
The May Co.* A, M
J. W. Robinson* A, M
MODESTO Lee's B, F, G, H, I, J, K
OAKLAND The H. C. Capwell Co.* M
I. Magnin & Co. B, M, O
PASADENA Broadway* M
Bullock's Pasadena* M
I. Magnin & Co. B, O, Q
T. W. Mather* F, G, H, I, J, K
Nash's* M
SACRAMENTO Bon Marche B, M
Jos. Magnin B, O
Weinstock, Lubin & Co.* A, M
SAN BERNARDINO The Harris Company* B, M
SAN DIEGO The Marston Co.* B, M, O
SAN FRANCISCO The Emporium* M
City of Paris D. G. Co.* M
Livingston Bros. M
Macy's San Francisco* M
I. Magnin & Co. B, M, O, Q
The White House* A, F, G, H, I, J, K, M
SAN JOSE Blum M
L. Hart & Son Co.* B, M
SANTA BARBARA I. Magnin & Co. B, O
Pennymer M
STOCKTON The Wonder B
Smith & Lang* F, G, H, I, J, K, M
Katten & Marengo A

COLORADO

COLORADO SPRINGS Kaufman C, D, E, M
Daniels & Fisher Stores* B, C, D, E, F, G, H, I, J, K, O
DENVER Neusteter B
Daniels & Fisher Stores* B, C, D, E, M
The May Company* A, C, D, E, M
Denver D. G. Co.* C, D, E, F, G, H, I, J, M
PUEBLO Day-Jones Company B, M, O

CONNECTICUT

BRIDGEPORT The Howland Dry Goods Co. M
The D. M. Read Co.* A, B, M
GREENWICH D. W. Rogers Co.* B, N
HARTFORD Brown-Thomson N
G. Fox & Co.* A, B, M, O
Sage-Allen & Co.* M
NEW BRITAIN Davidson & Leventhal* B, M
NEW HAVEN Hamilton & Co. B, M
Ann Allen B
The Edward Malley Co.* A, C, D, E, M
STAMFORD The French Shop L, O
Ethel Allan B
Donna Henry B
C. O. Miller Co. M
WATERBURY Forester, Inc. B
Musler-Liebeskind M

DELAWARE

WILMINGTON Bird-Speakman, Inc. B, O
Kennard, Pyle Co. A, M, N
Braunstein's A, B, M
Crosby & Hill F, G, H, I, J, K

DISTRICT OF COLUMBIA

WASHINGTON Lansburgh's* M
Julius Garfinckel & Co. B, M, O
The Hecht Company* A, M
Frank R. Jelliff C, D, E, F, G, H, I, J, K, M, Q
S. Kann Sons Co.* C, D, E, M
Raleigh Haberdasher M
Woodward & Lothrop* M, P

FLORIDA

DAYTONA BEACH Sussman C, D, E
Yowell-Drew-Ivey Co.* A, B
FORT LAUDERDALE Burdine's* A, M
Minna Lee B, O
JACKSONVILLE Levy C, D, E, O
Cohen Bros.* C, D, E, F, G, H, I, J, K, M
Furchgott's* B, C, D, E
Purcell's A, C, D, E, M
MIAMI Burdine's* A, B, M
Harley's A, M, O
Richard's Store* M
MIAMI BEACH Minna Lee B, O
ORLANDO Dickson & Ives* C, D, E, M
Yowell-Drew-Ivey* A, B, C, D, E, M, O
SARASOTA The Sport Shop A, B, F, G, H, I, J, K
ST. PETERSBURG Maas Brothers* B, M, O
Rutland Brothers M
TAMPA O. Falk's Dept. Store A, B, N
Maas Brothers* F, G, H, I, J, K, M, O
WEST PALM BEACH Anthony M
Burdine's* A, B, M

GEORGIA

ATLANTA J. P. Allen & Co. B, M

Davison-Paxon* M
Regenstein's Peachtree C, D, E, M
Rich's Inc.* A, B, C, D, E, F, G, H, I, J, K, M, O
Leon Frohsin B
AUGUSTA Davison's* B, M
Cullum's A, B, C, D, E, O
Frank Goldberg C, D, E, M
COLUMBUS Davison-Paxon Co.* B, M
J. A. Kirven B
Kralffy's B
MACON Goldmans B
Davison-Paxon Co.* A, B, M
SAVANNAH Fine M
Leopold Adler* B, F, G, H, I, J, K, M
Levy's of Savannah A, B, M

IDAHO

BOISE Falk Mercantile* M
The Mode B, O

ILLINOIS

AURORA Sencenbaugh* M
BLOOMINGTON W. H. Roland Co. B, F, G, H, I, J, K
CHAMPAIGN W. Lewis & Co. B
CHICAGO Blum's Vogue B, O
Carson Pirie Scott & Co.* B, C, D, E, F, G, H, I, J, K, M, N, O
Marshall Field & Co.* A, M, Q
The Fair* M
Mandel Bros.* M
Saks Fifth Avenue B, O
Chas. A. Stevens & Co.* B, O, P
Martha Weathered Shops O
DANVILLE Block & Kuhl Co. B, M
Parisian-Oscar Meis O
DECATUR Block & Kuhl Co.* B, M
Sammel's B
ELGIN Block & Kuhl Co. M
Joseph Spiess* B, M
EVANSTON Branson B, M
Reid-Calkins Shop B
Edgar A. Stevens Inc. B, O
HIGHLAND PARK John Stevens B, O
OAK PARK Branson B
Gilmore Bros.* C, D, E, M, O
PEORIA Block & Kuhl Co.* B, M
P. A. Bergner* F, G, H, I, J, K, N
Schradzki Co. Q
ROCKFORD Block & Kuhl Co. M, O
J. Stewart Co.* B
SPRINGFIELD Myers Bros.* M, N
The John Bressmer Co.* C, D, E, M, O
WAUKEGAN Hein A, B, C, D, E, M
WINNETKA Best & Company B
Frances Heffernan O

INDIANA

ANDERSON The Town Shoppe B, F, G, H, I, J, K
EVANSVILLE Kaiser's Smart Apparel B
DeJong A, C, D, E, F, G, H, I, J, K, M, O
FORT WAYNE Fishmans B
Hutner's Paris M
Wolf & Dessauer* A, C, D, E, M, O
GARY H. Gordon & Sons* M
Hudson B, O
INDIANAPOLIS L. S. Ayres & Co.* A, B, F, G, H, I, J, K, M, O
The Wm. H. Block Co.* B, M, N, O
H. P. Wasson & Co.* M
MUNCIE Ball Stores* B, M, O
SOUTH BEND Frances Shop B, M, O
George Wyman & Co.* F, G, H, I, J, K
Max Adler Q
TERR HAUTE Meis Bros. Co.* B, M, O

IOWA

CEDAR RAPIDS The Killian Co.* A, B, M
DAVENPORT M. L. Parker Co.* C, D, E
Peterson-Harned-Von Maur* A, M
DES MOINES Norman Cassidy L
Yunker Bros. Co.* A, B, F, G, H, I, J, K, M, O
IOWA CITY Yunker Bros. Co. B
SIoux CITY Yunker's-Davidson B
T. S. Martin Co.* A, M, O

KANSAS

KANSAS CITY The Leader M
TOPEKA Crosby Bros.* B, F, G, H, I, J, K, O
WICHITA Chasoff B
Allen W. Hinkle Co.* M
George Innes Co.* A, F, G, H, I, J, K, M, O

KENTUCKY

LEXINGTON Loom and Needle B, L
Embry & Co. M, O
Wolf Wile Co.* A
LOUISVILLE Kaufman-Straus* M
Byck Bros. A, B
H. F. Selman & Co. B, M, O
The Stewart Dry Goods Co.* M

LOUISIANA

BATON ROUGE The Dalton Co.* B, C, D, E, M
Rosenfield Dry Goods Co.* O
NEW ORLEANS Godchaux M
D. H. Holmes Co.* C, D, E, L, M, O
Kreeger Store B, O
Maison Blanche Co.* B, N
Mayer Israel M
SHREVEPORT The Fashion B, O

MAINE

PORTLAND Porteous, Mitchell & Braun Co.* B, M

MARYLAND

BALTIMORE Hochschild, Kohn & Co.* B, M
The Hub M
The May Co.* M
O'Neill & Co.* M
R. H. Stearns Co.* M
Stewart & Co.* M

MASSACHUSETTS

BOSTON Bonwit Teller B, O
Chandler's M
Wm. Filene's Sons Co. A, N, O
C. Crawford Hollidge B
Jordan Marsh Co.* M, Q
E. T. Slattery Co. M
R. H. Stearns Co.* M
R. H. White Co.* C, D, E, M
FALL RIVER Cherry & Webb M, N
Frederick's Q
R. A. McWhirt Co.* B, M
HOLYOKE A. Steiger & Co. B, M
LOWELL The Bon Marche* C, D, E, M
Cherry & Webb B, M, N
LYNN Burrows & Sanborn N
Goddard Bros.* M

T. W. Rogers M
NEW BEDFORD Lloyd's B
New Bedford Dry Goods* M
NORTHAMPTON Albert's Q
PITTSFIELD England Brothers Inc.* B
SPRINGFIELD Forbes & Wallace* A, B, M
Albert Steiger Co.* B, M, Q
WORCESTER Denholm & McKay Co.* M
Wm. Filene's Sons Co. A, M, N
Richard Healy Co. B
Ulian's O

MICHIGAN

ANN ARBOR Jacobson's A, B
Goodyear's* F, G, H, I, J, K, M
BATTLE CREEK Jacobson's B
L. W. Robinson Co.* A
BIRMINGHAM Jacobson's B, O
DETROIT Saks Fifth Avenue O
Crowley, Milner Co.* C, D, E, M
D. J. Healy Shops C, D, E, M
Himelhoch Brothers & Co. B, M, O, Q
The J. L. Hudson Co.* F, G, H, I, J, K
The Ernst Kern Co.* C, D, E
B. Siegel Co. B
Walton-Pierce B
GRAND RAPIDS Herpolshelmer Co.* A, M
Jacobson's M
Paul Steketee & Sons* B
The Strauss Shop B, O
The Wurzburg Co.* A, M
GROSSE POINTE Jacobson's B, M, O
JACKSON The Elaine Shop A, O
Jacobson's M
KALAMAZOO Gilmore Bros.* B
LANSING The F. N. Arbaugh Co. M
J. W. Knapp Co.* A, M
Style Shop B
MUSKEGON Hardy-Herpolshelmer* B, M
PONTIAC Arthur's B
Waite's* M
SAGINAW Jacobson's M
Wm. C. Weichmann Co.* A, C, D, E, M

MINNESOTA

DULUTH Duluth Glass Block Store* B, M
Oreck's A, B, M
E. F. Wahl* M
MINNEAPOLIS The Dayton Co.* A, B, F, G, H, I, J, K, M, O
L. S. Donaldson Co.* M
Harold B, O
Powers D. G. Co.* M
Maurice Rothschild-Young Quinlan L, O
ROCHESTER C. F. Massey Co. C, D, E, M
ST. CLOUD Herberger's B
ST. PAUL Emporium* M
Field-Schlick B
Golden Rule* M
Frank Murphy B, O
Schuneman* A, M

MISSISSIPPI

JACKSON The Emporium B, M, O
R. E. Kennington Co.* A, F, G, H, I, J, K, M

MISSOURI

CLAYTON Famous-Barr Co.* A, B, M
Scruggs-Vandervoort-Barney* B
COLUMBIA Parks Dry Goods Co. *M
KANSAS CITY Chasoff B
Emery, Bird, Thayer* C, D, E, F, G, H, I, J, K, M
Harzfeld B, M, O, Q
Kline M
Peck's of Kansas City* M
Macy's of Kansas City* N
Wolf Bros. A
SPRINGFIELD Levy-Wolf* C, D, E, M
Heer's* A, C, D, E, F, G, H, I, J, K
ST. JOSEPH Hirsch Bros. D. G. Co. M
Townsend & Wall Co.* N
ST. LOUIS Boyd Richardson Co. B
Famous Barr Co.* A, M
Lockharts M, O
Scruggs-Vandervoort-Barney* B, M, Q
Stix, Baer & Fuller Co.* F, G, H, I, J, K, M, N, O

MONTANA

BILLINGS D. J. Cole Co.* B, M
Doyle O
Hart-Albin Co. A

NEBRASKA

LINCOLN Gold & Co.* C, D, E, M
Hovland-Swanson Co. A, B, M, O
Magee F, G, H, I, J, K
Miller & Paine* M
OMAHA The Aquila M
J. L. Brandells & Sons* A, M
Thomas Kilpatrick & Co.* B, M
Herzberg F, G, H, I, J, K, M, O

NEVADA

RENO Jos. Magnin B, O
Gray, Reid, Wright* F, G, H, I, J, K, M

NEW HAMPSHIRE

MANCHESTER Levitt Stores M

NEW JERSEY

ATLANTIC CITY M. E. Blatt Co.* B, M
Gramercy Dress Shop Q
Hoberger's M, O
EAST ORANGE Doop B
R. H. Muir* M
ELIZABETH R. J. Goerke Co. B, M
Levy Bros.* A
MORRISTOWN Bamberger* B, M
NEWARK L. Bamberger & Co.* A, M, N, O
Hahne & Company* B, M
Kresge-Newark* M
Tall Town Fashions Q
PASSAIC Strand Shop Q
Wechsler A, B, M
PATERSON Meyer Brothers* A, B, M, Q
Quackenbush Co. M
PLAINFIELD Tepper Brothers* B, L, M
TRENTON S. P. Dunham A, M
Nevius-Voorhees Co.* B, F, G, H, I, J, K, M
Swern & Co.* M

NEW MEXICO

ALBUQUERQUE Hinkels* A, O
Kistler-Collister* F, G, H, I, J, K
Tomlinsons B

NEW YORK

ALBANY Flah C, D, E, M, O
Honigshaum B
John G. Myers Co. C, D, E, M
W. M. Whitney & Co.* A

Sherry's Q
BINGHAMTON Drazen's O
Fowler, Dick & Walker M
Hills, McLean & Haskins* B, M
Sisson Bros. Welden Co. M, N
BROOKLYN Abraham-Straus* A, M, O
Martin B, M, O
BUFFALO N. Adam & Co.* M
Adam, Meldrum & Anderson* M
L. L. Berger B, M, O
The Buffalo Jenny Co. M
Flint & Kent* M
The Wm. Hengrger Co.* A, F, G, H, I, J, K, M
Sample Shop Q
ELMIRA The Gorton Coy A, B, M
S. F. Iszard Co. M
Hudson Orchard Dress Shop B
ITHACA Rothschild Bros.* B
NEW ROCHELLE Rosalie B
NEW YORK CITY B. Altman & Co.* O
Bergdorf Goodman Co. O
Henri Bendel, Inc. O
Best & Company C, D, E, M
Bloomingdale's A
Bonwit Teller B, O
Hattie Carnegie O
A. DePinna Co. O, P
Gunther-Jaeckel O
Jay Thorpe O
Lord & Taylor* O
Macy's* N
James McCreery* A, F, G, H, I, J, K
H. Milgrim & Bros. O
Saks Fifth Avenue O
Stern Bros.* A
John Wanamaker* N
Knox Q
NIAGARA FALLS J. N. Adam* B
Jenss Bros. M
Welliesley Shop B, O
POUGHKEEPSIE Luckey, Platt & Co.* B, M
ROCHESTER B. Forman Co. A, B, M
McCurdy & Co.* C, D, E, M
J. B. Ivey & Co.* F, G, H, I, J, K, M, O
SCHENECTADY H. S. Barney Co.* B, M
Carl Co. M
The Wallace Co. L, M
The Imperial A, O
SYRACUSE The Addis Co. A, B, M
C. E. Chappell & Sons* M
Dey Bros. & Co.* M
Flah & Co. B, M, O
TROY Feears B
W. F. Herbert O
UTICA Doyle-Knowler Co. B, M
J. B. Wells & Son Co.* M, N
WHITE PLAINS L. A. Schulman Inc. B, O

NORTH CAROLINA

ASHEVILLE Ivey* B
Bon Marche* F, G, H, I, J, K, M
CHARLOTTE Belk Bros.* B, L, M
Ehrd's Dept. Store B
J. B. Ivey & Co.* F, G, H, I, J, K, M, O
DURHAM R. L. Baldwin Co. M
The Fashion O
Ellis Stone & Co.* B, M
GREENSBORO Brownhill's B
Ellis Stone & Co.* B
Meyer's Dept. Store* A, F, G, H, I, J, K, M, O
Montaldo's M
HIGH POINT Tobias, Inc. M
RALEIGH Ellsberg L
Columbia Taylor Co. F, G, H, I, J, K, O
Jean's of Raleigh B
WINSTON-SALEM Anchor Co. C, D, E, M
Arcade Fashion Shop A
Ideal Dry Goods Co.* M
Montaldo's M
Sosni's-Thalheimer's* A, B, M, O

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GRAND FORKS R. B. Griffith* C, D, E, M

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AKRON The M. O'Neill Co.* A, B, M
The A. Polsky Co.* M, N, O
CANTON The Parisian A, M
The Halle Bros. Co. A, M
The Stern & Mann Co. B, F, G, H, I, J, K, M, O
CINCINNATI The Glidding Co. B, O
Jenny A, M
Mabley & Carew M, O
H. & S. Pogue Co.* M, O
The John Shillito Co.* A, F, G, H, I, J, K, M, N
CLEVELAND The May Co.* A, M
The Halle Bros. Co.* A, B, M, O
The Higbee Co.* F, G, H, I, J, K, M
Sterling Lindner Davis* M
Wm. Taylor & Son* M
COLUMBUS Cole B, O
F. & R. Lazarus* A, B, C, D, E, F, G, H, I, J, K, M, N
Madison's A, M
Montaldo's M
Morehouse-Fashion* M
DAYTON Bourne's B
The Elder & Johnston Co.* A, M
The Rike-Kumler Co.* A, M, N, O
Leon Frank Inc. B
LIMA B. T. Gregg* A, M, O
MANSFIELD H. L. Reed* B, M
SPRINGFIELD Phillips M
Edward Wren Store* A, M
STUEBENVILLE Hal Lewis Inc. B, O
TOLEDO The Lamson Bros. Co.* M, O
The LaSalle & Koch Co.* A, B, M, O
YOUNGSTOWN The G. M. McKelvey Co.* M
Strauss-Hirschberg Co.* B, O

OKLAHOMA

OKLAHOMA CITY John A. Brown Co.* F, G, H, I, J, K, M
Halliburton* B, M
Kerr's, Inc.* B, M
Rothschild A
TULSA Brown-Dunkin Co.* F, G, H, I, J, K
Hartley's B
Seidenbach B, M, O
Vandever* A, B, M

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Miller* M
Russell B, N
PORTLAND Charles F. Berg A, M
Lipman Wolfe & Co.* M
Meier & Frank Co.* B, M
Olds, Wortman & King* M
Nicholas Ungar O
SALEM Miller* C, D, E, M

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H. Leh* M

EASTON Laubach* B, M
ERIE Erie Dry Goods Co. M
 The Halle Bros. Co. A, B
 Trask, Prescott & Richardson* M
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 Pomeroy* M
 Mary Sachs M, O
MCKEESPORT Katzman, Inc. B, M, O
JOHNSTOWN Glosser Bros. N
LANCASTER Lager & Bros.* M
 Mary Sachs B, O
 Watt & Shand* B
NEW CASTLE Strouss-Hirshberg Co.* B, M, N
PHILADELPHIA The Blum Store B, O
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 Strawbridge & Clothier* A, M
 John Wanamaker, Phila.* A, M, O, P
PITTSBURGH Adele's O
 Frank & Seder M
 Gimbel Bros.* M
 Joseph Horne Co.* A, B, F, G, H, I, J, K, M
 Kaufmann* A, B, M, O
 Saks Fifth Avenue B, O
READING The Jeannette Shop B
 Pomeroy* M
 C. K. Whitner Co.* C, D, E, F, G, H, I, J, K, M
SCRANTON Cleland-Simpson Co.* A, M
 Florence Hinerfeld Dress Shop B
WASHINGTON Hal Lewis Inc. B, O
WILKES-BARE Fowler, Dick & Walker* A, M
 Isaac Long B
 Pomeroy* M
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NEWPORT The William Leys D. G. Co. B
PROVIDENCE Callender, McAusland & Troup M
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 Gladding A, B, M
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 Columbia Belk Dept. Store* B, M
 Davidson-Paxon Co.* A, M
 Hattiwanger F. G. H, I, J, K, M
GREENVILLE Belk-Simpson* B
 Ivey-Keith Co. B, F, G, H, I, J, K, M
 Meyers-Arnold Co.* M
 Patton, Tilman & Bruce A
SPARTANBURG Aug. W. Smith* B, O

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 Shriver Johnson Co. B

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 B. Lowenstein & Bros.* A, M, N, O
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 E. S. Levy & Co. L, M
 Nathan A. B, O
HOUSTON Everitt-Buelow Co. B
 Ben Wolfman Inc. B
 Foley* A, F, G, H, I, J, K, M
 Levy Bros.* C, D, E, M
 Rupley C. D, E
 The Smart Shop O
 Sakowitz Bros.* A, B, M
 Battelstein's M
LUBBOCK Hemphill-Wells Co.* A, B, F, G, H, I, J, K, M, O
PORT ARTHUR Bluesteins* B, F, G, H, I, J, K, O
SAN ANGELO Hemphill-Wells* A, B, O
SAN ANTONIO Frost Brothers* B, F, G, H, I, J, K, M
 Joske of Texas* A, M, O
 Wolff & Marx* M
WACO Bauer-McCann A, B, M
 R. E. Cox Dry Goods Co.* B, M
 Goldstein-Migel Co.* M, O
 Monnig D. G. B, M
WICHITA FALLS McClurken* M, O
 Perkins Timberlake Co.* B

UTAH

SALT LAKE CITY Makoff O
 Auerbach Co.* B, C, D, E, F, G, H, I, J, K, M
 Z. C. M. I.* A, M

VERMONT

BURLINGTON Abernethy-Clarkson-Wright* B, M

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 Hayman's B, M
CHARLOTTESVILLE Barbara Rosser B
LYNCHBURG J. R. Millner F, G, H, I, J, K, M, O
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 House of Arthur Morris O
 Naivette Shoppe O
 Smith & Welton* B
 Rice's F, G, H, I, J, K, M
PORTSMOUTH The Famous F, G, H, I, J, K
RICHMOND Thalheimer Bros.* M
 Miller & Rhoads* B, C, D, E, M, O
ROANOKE S. H. Heltrinius Co.* M
 Smartwear-Irving Saks B, M

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 The Bon Marche* C, D, E, M
 Frederick & Nelson* A, B, M
 I. Magnin & Co. B, O
 Rhodes of Seattle* N
SPOKANE Rusan B
 The Crescent* F, G, H, I, J, K, M
TACOMA Lou Johnson Shop B, O
 Rhodes* M

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 The Diamond Dept. Store C, D, E, F, G, H, I, J, K, M
 Stone & Thomas B
HUNTINGTON The Anderson Newcomb Co.* A
 Bradshaw-Diehl Co. M
 The Style Shop O
WHEELING L. S. Good* L, M
 Max Horne M
 The Hub M
 Hal Lewis Inc. B
 Stone & Thomas* O

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KENOSHA Lepp Co. B
MADISON Harry S. Manchester* A, B, M
MILWAUKEE Bitker Gerner Co.* A, M
 Boston Store* A, C, D, E, F, G, H, I, J, K, M
 T. A. Chapman Co.* B, M, O
 Gimbel Bros. Inc.* M
 The Grand C. D, E, M
 Ed. Schuster & Co.* M
 Smartwear-Emma Lange M, O.
OSHKOSH Newmans B
RACINE Zahn Dry Goods Co.* A, B, M

WYOMING

CASPER Kassis Dept. Store* F, G, H, I, J, K, M
CHEYENNE Kline B

LIFE SAVERS

CALMETTE-GUÉRIN

(Continued from page 70) losis. To test his ideas in cattle, he enlisted the coöperation of a brilliant and enthusiastic young veterinarian, Camille Guérin. Here began the collaborative effort which brought fame to both men. Together, they obtained a form of the tubercle bacillus—BCC—which, although it had lost the ability to kill, could still cause a mild inapparent infection followed by resistance to true tuberculosis.

There was, at first, and remains today, much hostility to the use of BCC in human beings; Calmette died in 1933, struggling to defend his vaccine against bitter attacks. Guérin, an alert healthy man, now as vivacious as ever at the age of 82, has been more lucky. He has seen BCC accepted as an instrument of protection against tuberculosis in France, Scandinavia, Russia, South America, Japan, and many other countries. Opposition persists, particularly in England and in this country. The protection afforded by BCC is only partial and transient; moreover, it loses to the physician one of his most useful procedures for the diagnosis of tuberculosis, the tuberculin test.

EDITOR'S NOTE: In Japan 31,000,000 people vaccinated with BCC have shown "an extraordinary degree of freedom from tuberculosis in contrast to the unvaccinated population," according to a recent article in *The Wellesley Alumnae Magazine* by Elizabeth Hansen Pope, who raised funds to help found the Research Foundation in Chicago, which has distributed BCC to more than 200 experimental programs in Alaska, the District of Columbia, and 42 states.

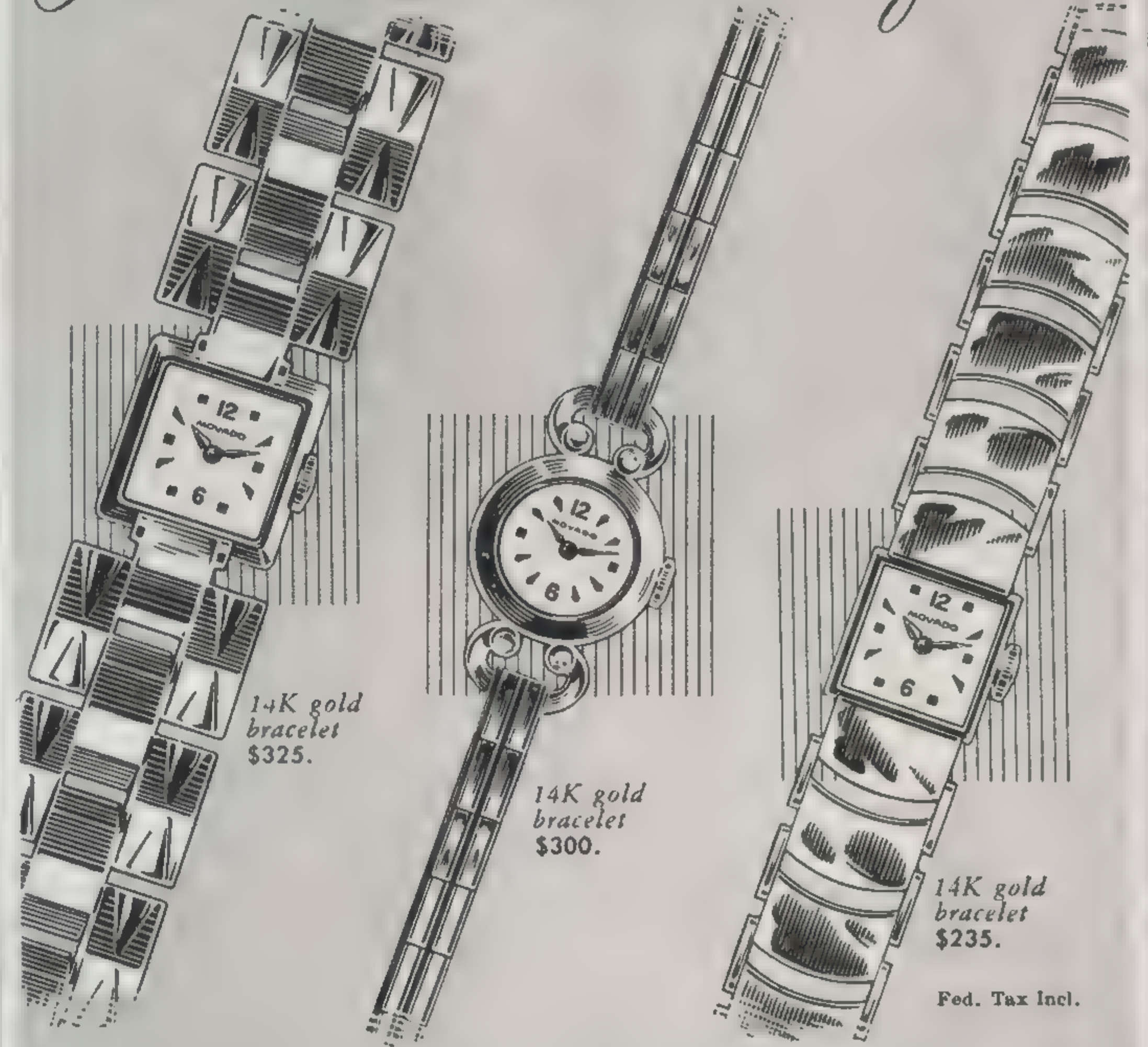
LIFE SAVERS

FLEMING-FLOREY

(Continued from page 71) and for more than ten years, Fleming's discovery was forgotten by all but a very few specialists.

In the 1930's Florey (born in Australia in 1898) was professor of pathology at Oxford University. He, too, had contributed interesting scientific work which had never made newspaper headlines. Shortly before the war he became interested in finding new antimicrobial drugs to supplement or replace the sulfas. Rum-maging through scientific journals he and his colleague, the chemist Chain (a German refugee in England, who was to share with Florey and Fleming the Nobel prize for the discovery of penicillin) noticed Fleming's initial report. Florey organized his Oxford group as a team of chemists, biologists, and clinicians, to improve methods of production and purification of the drug and to test its potentialities in the treatment of disease. Within three years, success was complete. War had begun, and foreseeing the immense rôle that penicillin might play in the treatment of battle casualties, Florey came to America to enlist the support of American industry. Soon penicillin was available in sufficient amounts as a weapon of unheard-of power against death.

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IRELAND

(Continued from page 113)

Byrnes, John McDaid, and the Buttery of the Royal Hibernian.

Dublin is primarily a romantic city—cloud-dappled, ancient stoned, fragrant with the mixed perfumes of antiquity, of peat gorse wafted in and mingled with the North Sea's spume, echoing to the mellifluous sound of voices. It is a city proud of its castle, of its cathedrals—even of the Protestant Cathedral of St. Patrick's where Dublin's greatest son, Jonathan Swift, lies beneath his own crushing epitaph: "He lies where furious indignation can no longer rend his heart."

Dublin is also proud of its colleges, notably Trinity College, where the *Book of Kells* is on view in the College Library; and of its theatres. The Gate survives, The Abbey went up in flames, but its company went to the Queen's.

To the enquiring, to the curious, St. Michan's Church, with its ghostly crypt and five-hundred-year-old Crusader—whose leathery hand is shaken by visitors for luck—is as eerie as any Gothic tale. The casino at Clontarf is the most touching of Georgian follies. The Dublin Zoo has the curious distinction of a definite franchise on the breeding of lion cubs for world consumption (zoological, not culinary).

Beyond Dublin the proverbial country spreads its charms, in a successive chain of little white towns—pretty resorts by the sea, like Bray and Dalkey. There are the great race tracks at Baldoyle and Leopardstown, the Irish National Stud at The Curragh; Punchestown with its smart racing season. And so into Wicklow's world of glens, Leinster's soft vales, Meath's grand hunting country.

Ireland can be circumvented, by car, in two weeks. The Grand circular Meander suggested here actually takes under ten days, but connois-

seurs of landscape should not miss the northerly regions of Donegal—particularly by the Inn at Rosapenna, where great winds will sweep you off your feet while sweeping life into you. Obviously, the greatest liberties can and should be taken with this itinerary, depending on whim and the time the meanderer has at his disposal.

First Day and Night

On leaving Dublin the road wanders gently south in the direction of Waterford, a city famous for crystal and silver. Some miles west of Waterford, Tramore and the *Majestic Hotel*, there, are a worthy first night's objective, since the beds are comfortable and the fare copious.

Second Day and Night

The second day will be spent driving along the amiable south coast to Cork—perhaps with a slight detour to Lismore Castle on the banks of the Blackwater (the Castle is famous for the Cavendish family and Adele Astaire; the Blackwater for trout). Cork is a somnolent city where the art of conversation is highly prized, and the shops only open at ten in the morning.

Nearby is Blarney and its stone. Thackeray called it a joke, which it is; but the castle is impressive. *Acton's Hotel*, at Kinsale, offers a good night's lodging hereabouts, or you can push on to *Ballylicky House*, facing rugged Bantry Bay.

Third Day and Night

The third day can be spent driving through Killarney, and around its lakes, ending up at the cosy *Butler Arms*, at Waterville.

Fourth Day and Night

The fourth day will be spent meandering up the south side of Dingle Bay and around the wild Dingle Peninsula, with, offshore, the Great Blasket Islands, a refuge for the world-weary; isolated, windswept, tempestuously Gaelic. (The next parish to the left is America.) *Benner's Hotel*, at Tralee, provides a comfortable resting-place for the night.

Fifth Day and Night

I read a few moments and then looked down again. This time I saw a map, an exquisitely made brown terracotta relief map, every contour sharpened by the late horizontal light. Every ridge, slope and body of water was carefully modelled; every river bed followed to its last tiny tributary. Nothing but a diagram of the human blood supply ever equalled the detail with which the earth's circulatory system showed. Only man's handiwork, cities and towns, too small in scale, were not indicated. What I saw bore no resemblance to the India I had left. That green land appeared washed out along with all pattern of an agonizingly elaborate cultivation, including the live emerald of her rice fields. Oh, the pathetic industry of those close cubistic fields I'd watched from low-flying planes up and down the length of the Indian peninsula!

I protested to my neighbour. From eight miles up, he explained, dust particles in the air killed colour.

"What," I asked him, "do snow mountains look like from here?"

"Just like wrinkled white tissue paper," he told me. "On my way out, when I said 'What's that?' to the steward and he said 'Mont Blanc

Starting earlyish on the fifth day, the meander heads northward, through Limerick, towards the *Royal Spa Hotel* at Lisdoonvarna in County Clare. The trip can be broken for lunch at Adare, where the *Dunraven Arms* is favoured by transatlantic commuters; or at any of a number of places, such as the *Ardhu House*, in the charming city of Limerick.

Sixth Day and Night

The sixth day and night of the grand meander is spent resting and taking the relaxing sulphur baths at the *Royal Spa Hotel*, Lisdoonvarna. And looking at the view from the Cliffs of Moher, with their seven-hundred-foot drop to the sea.

Seventh Day and Night

On the seventh day, the road winds north and west again, through Galway, with the Isle of Aran just offshore, to the wild Connemara region. Lunch can be taken at the *Ballynahinch Castle Hotel*, at Ballynahinch, or at the guest house of *Kylemore Abbey*, run by the Irish Benedictine Dames; here, ladies in slacks are taboo. In much of Connemara, only Irish is spoken, and the landscape is dominated by the extraordinary conical group of mountains known as the Twelve Bens. For the seventh night, speed eastward again to *Ashford Castle*, at Cong.

Eighth Day and Night

At *Ashford Castle*. This is surely the most noble hostelry in the world; sumptuously furnished, furiously crenellated, once the home of a peer. The film, *The Quiet Man*, was made in the countryside around Cong.

Ninth Day and Night

Back to Dublin, via Athlone, where the *Shamrock Lodge* or *Hodson's Bay Hotel* offer lunch or an overnight stop to travellers who can honestly claim to have seen Ireland; to know some of its magic and the variety of its landscape; to understand what the old iconoclast, Shaw, meant by his remark, "The Irish climate will make the stiffest and slowest mind flexible for life."



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PASSENGER JET

(Continued from page 58)

to notice. 450 miles per hour, a bulletin said, altitude 40,000 feet, outside temperature 52° below zero, cabin pressurized at 8,500 feet; yet there had been no sensation of gaining altitude or of our furious speed.

I undid my safety belt and moved my head close to the window. I wished to see the world turn round. At this height, I thought, the curve would surely be visible. But when I looked down there simply was no world, no trace of it, and on a day as clear as new plate glass. I turned to the Englishman in the seat next to me.

"My plan," I said, "was to go to Rome, not Mars." I pointed down.

He leaned across me to the window. "Perhaps," he said on inspection, "Mars is worth visiting. We're over the Indian Ocean," he added. "From this height air and the sea are indistinguishable."

I relaxed and began to feel very happy. The nerve-dislocating vibration of propeller planes was gone, leaving only the steady heartbeat of our engines, felt rather than heard.

and the Alps,' I did feel an awful fool."

Our speed held back the night to a long, slow twilight. The map began to turn pink, gradually and evenly. A deep gulf slid under us, fed by some unfamiliar Amazon with a thousand tributaries etched by the careful hand of evening shadow. A cloudless sunset acted in a most unorthodox way. It went all the way around the horizon and was, moreover, upside down. At the horizon's edge there seemed a band of brilliant aquamarine, above it a similar band of tea rose, pink over yellow. Then I noticed our wings. No longer polished silver, they were the purest amethyst, incandescent, glowing, a colour of some other world perhaps, not ours.

The young stewardess brought in tea trays to place upon our steady knees. "The only trouble with these jets," the Englishman began, "is that they come down all the time to refuel. Karachi, Bahrein, Beirut . . .

"Of course," he added, "Bombay to London takes only twelve and a half hours!" He shook his head incredulously.

"Can you give me a distance I

(Continued on page 118)

Golden Fleece



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PASSENGER JET

(Continued from page 117)

know well to compare it to so the miracle will really percolate?"

He thought a moment: "It's about two and a half times further than Gander to Shannon," he said.

"I'd buy it at half the speed," I said. A soft blue-white light now balanced on our wing tip, close by the red port blinker. The wing dipped gently and the light slid off into space. Just the evening star being sociable, I realized; we were on a level with it. I looked for other familiar stars. They were in place, right enough, but we were not. Some of them shone below us. We had become part of the universe, independent as Jupiter's new moon, following an orderly course around our planet like a satellite.

Occasional blobs of speckled yellow light, towns and villages, broke the even darkness below us. A slight click from my eardrums told me we were beginning to come down. The steward passed a tray of barley sugar for us to suck, to lessen pressure on our ears. But the cabin was too well regulated to bother my eardrums.

"We start losing altitude about two hundred miles from destination," said my new friend. "She lands at around a hundred miles an hour like any other plane, but even so she needs special runways."

Karachi, I learned from the map in the pocket of my seat, lies only

a paltry 544 miles from Bombay. We must chart a rainbow course between the cities, flying in a soaring arc.

Far ahead the lights of Karachi began to tilt up to meet us. A narrow flap lifted at the back of each wing. I felt the plane brake. Strange to be unaware of speed until it is lost.

Surr-umph! Surrumph! We landed smoothly. The engines' high whine suddenly stilled, the jet's heart-beat stopped, the door opened and I stepped out. Thick air engulfed me like a warm snowdrift.

"Swim!" the Englishman said, seeing me instinctively lift my arms as if to push my way through. How unreasonable to expect a human being to live at all in such stuff, let alone try to breathe it. Some one called my name and I answered, "Here." A man from the airline came up to say there was a seat for me to Rome, I need not change planes.

"Can't I offer you some beer in the garden?" my chairmate said.

"Yes!" I said. "Indeed yes! I want to drink to The Comet, to all future Comets, to the British nation for building the first commercial jets. Hurry, we don't stop here long."

He looked pleased. "At the next stop, Bahrein," he said, unwilling to press an advantage, "they make the most wonderful omelettes.... Two beers, please, boy."



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